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Vol. LVIII.
1527.

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JOHN BULL

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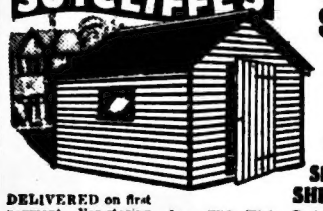

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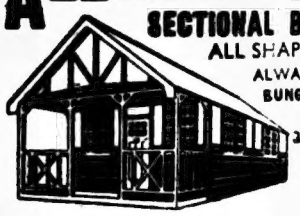

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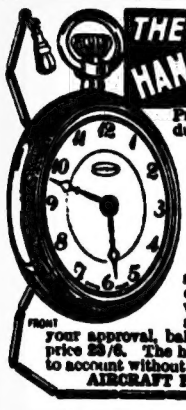

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Without Fear or Favour

The BRUTE *in the* HOME

WHAT reason lies behind the continued increase of cruelty to children in this country?

For seven successive years the National Society for the Prevention of Cruelty to Children has recorded ever-mounting figures of brutal cruelty, mainly by parents, but also by others who have charge of small children.

Figures for 1934-35, now available, show that 44,386 cases of cruelty and neglect, involving 109,471 children, were reported to the Society. It is good to know, however, that 64 per cent. of this tragic total was reported by the general public. It shows that the public conscience is awake.

Brutal ill-treatment and assault occurred in 3,314 cases—the highest total in the history of the Society, which goes back for more than 50 years.

In very many of these cases, however, the Society managed to put things right without resorting to police prosecution. Its inspectors often succeed where the police court fails, because they can act unofficially and stop acting at any chosen moment. But once the law is called in to the help of a wronged child the prosecution must go forward to its often unnecessary end.

In fact, prosecutions for cruelty to children, in which the defendant is found guilty, seem to be declining in number. During 1933 (the latest published Home Office figures) 559 convictions were recorded. In 1932 the figure was 621.

Remember, however, that even the Society's figures are not a complete record of wrongs done to children. In many thousands of cases fear makes the children dumb, and their tortures go on unsuspected.

THAT many such tragedies exist is proved by the few cases which do reach court where parents of hitherto absolutely blameless lives and reputations are convicted of barbarous deeds.

No one can read unmoved the details of how children suffered in England in 1934-35. The pages of the Society's Report, and the accounts printed in the general Press, are equally terrible.

Because he forgot to clean his father's boots, a boy of seven was so beaten that he lay unconscious 36 hours. Another father flogged his naked eleven-year-old son with a two-thonged whip. For five days the doctor could not count how many times the boy had been struck. Then 67 weals were found on his back.

A three-year-old girl was shut in a dark cupboard by her mother to stifle the sound of her crying. Another, aged two years and seven months, was imprisoned for long, lonely hours in a coal-hole under the stairs. A third little girl, aged four, was forced to wear a dog collar. Sometimes she was chained up.

Other small children have been forced to touch red-hot firebars; they have been locked in deserted houses all night, burned with hot irons, plates and pokers, and even plunged in ice-cold water and held down.

The catalogue of such children's sufferings could be extended indefinitely. Reading about them, one feels that no punishment can be too severe for the men and women who did these things.

Instinctively one desires that these brutes should be made to suffer as the children suffered. One feels that they should be flogged. That is the natural human reaction.

Unfortunately, the problem cannot be settled so easily as that. No one, for instance, could maintain that cruel women should be flogged. Yet cruel mothers are nearly as numerous as cruel fathers, the N.S.P.C.C. statistics reveal; and they are every bit as thorough in their cruelty.

"In many cases fear makes the children dumb and their tortures go on unsuspected"

What we must seek for is a way to remedy this disgrace to our national character. We must discover why so many more people are cruel to children, and see if the cause lying behind the cruelty cannot be removed.

Actually, cruelty to children is practised by two sorts of persons. First, in a minority, are the sadists, to whom the thing is a sport, indulged in for its own sake. They present a hard problem to society. Some mild cases can be cured by psycho-therapy. Others are incurable by any present known means. A few might be deterred by fear of flogging. But, even if whipped in prison, they would probably come back to their daily lives worse than they were before.

CERTAINLY such perverted people should never be allowed to "care" for their own or any other children once they have been found out. If a magistrate suspects that a sadist is before him, he should make certain at least of this—and the law has given him powers to do so.

Sadists, fortunately though, are few. They are responsible, perhaps, for a tenth of all cruelty to children; but their cases are generally among the most brutal.

Drunkards account for another sixth of all cruelty. Habitual drunkards are not often found to be the worst sort of parent. But those who occasionally indulge in heavy drinking cause the most trouble. In spite of a small increase lately, however, drunkenness is on a steady decline in England. So, one cause of children's suffering, at least, is being gradually wiped out.

The real causes of most of the increased cruelty to children are unemployment, want and bad housing conditions.

Here is the verdict of a N.S.P.C.C. official:

"In the overwhelming majority of cases of ill-treatment, the initial trouble is quarrelling between the parents. And the cause of the quarrels is largely economic.

"When pockets are empty through unemployment, tempers are easily frayed. In over a quarter of our cases, the father has been out of work for a long time.

"A great many acts of brutality are committed in the heat of the moment, and repented of at once. We are confident that as the economic situation improves, our cases will show a steady decline."

Overcrowding in unhealthy slum - houses, too, is another obvious cause. Where parents and children must be cooped up in two squalid rooms it is easy to imagine how hard it must be for tempers to be kept in proper control.

UNEMPLOYMENT, overcrowding and slums breed cruelty as prolifically as they cause crime and disease.

Nearly every unhappy family, where the N.S.P.C.C. inspector calls, could be transformed if its father found a job and its mother was able to move to a new, clean house, where she could take a proper pride in her children and her home.

It seems rather an obvious solution to so tragic a problem. Yet it is a solution which can only be put into operation by national planning and national effort.

The work of the N.S.P.C.C. is only remedial. It cannot get down to the root of the matter and cure the disease of cruelty. That can only be done by political action on the part of all citizens, and a Government pledged to give a decent social environment to the poorest and unhappiest.

Until that happens we are very much afraid that children will continue to be beaten and tortured in their thousands up and down "England's green and pleasant land."

STRAIGHT FROM THE SHOULDER . . .

Hold an Inquest on Road Safety, Mr. Belisha!

Official Frauds on Workless

C.O.D. Shopping—a Warning

ROAD deaths are up again. That is the big, bad news of the moment. They are higher now than at any time since January, excepting only August Bank Holiday week with its abnormal traffic conditions.

Mr. Hore-Belisha, returning from his stay on the Riviera, has to face the unpleasant fact that in the seven days ending on September 8 no fewer than 160 people were killed and 5,368 injured.

Those appalling figures may well make him ponder what changes he must carry out in the "safety measures" he has so energetically devised. Before he makes any change at all, we offer him a suggestion.

Inquest of experts

We suggest that a new sort of road inquest should be held. An inquest, presided over by himself, with expert witnesses to voice the views of pedestrians, motoring organisations, Metropolitan and provincial police, local councils, and other interested bodies.

They would be charged with the duty of saying how far the present traffic regulations had failed, where they should be amended, and what new ones should be devised.

Now's the time

For the first time, all parties concerned would meet in conference to discuss the great road problem, to pool their ideas and probe their possibilities.

There is another reason why such an inquest should be held. The Ministry of Transport's experiments—including pedestrian crossings, the speed limit, and other innovations—have had a fair test. Now is the time to analyse their results.

One control

Obviously, those results are disappointing, as we predicted they would be. We shall continue to maintain that no regulations will be sufficient to ensure road safety until we have a national road system with standard surfaces, standard lighting, and an end of such evils as blind corners, dangerous cambers and acute bends.

Blind spots

We welcome the enquiry into street lighting that is now being held by a Government committee. At present, every local authority has a different notion about how adequately the roads should be lit.

So, on many roads, the lighting system varies so violently as to affect the motorist's vision to a very disturbing degree. On other roads, the lighting is so poor that there is a succession of blind spots.

Death-trap crossings

When all this is remedied, the pedestrian crossings that Mr. Hore-Belisha has ornamented so garishly with his beacons may be of some use.

But he will have to see that the regulations he has laid down for them are strictly enforced. Pedestrians must be warned that if they fail to use them they do so at their own risk. Motorists must give walkers an absolute right of way at those crossings which are not controlled by police or traffic lights.

That, we know, is supposed to be the present position. Actually, it is very different.

Police winking

Pedestrians and motorists alike are apt to ignore them. To some extent, the police are to blame. In some districts offending motorists are prosecuted; but in most the police turn a blind eye to drivers who, though happily in the minority, ignore their responsibilities.

We believe the police would be better employed in watching for such drivers than in hounding down those who drive at thirty-one instead of thirty miles an hour on a clear road.

That point, among others, should be discussed at the inquest we have proposed. Let us hope Mr. Hore-Belisha will hold it without delay!

By holding an inquest on his own road-safety measures, Mr. Hore-Belisha might learn a lot from expert witnesses

Official tricks

In twelve months nearly 2,500,000 vacancies have been filled through the employment exchanges.

That's fine. But the exchanges would be still finer if they stopped their mean tricks.

At Bristol it was announced that twenty-five jobs for girls were available in London. More than two hundred girls applied, a hundred more had their benefit stopped for refusing to leave home to take the jobs.

Parents' right

All of them were under age. Can you blame their parents for refusing to let them live in a strange and lonely city 120 miles away?

If all the girls had accepted, there would have been twelve times more applicants than vacancies. As it was, there were enough to fill the jobs eight times over.

Hoaxed

Again, Mr. George Hicks, M.P., reports that bricklayers have been sent two hundred miles to take up jobs that did not exist.

If they had refused to go, their benefit, too, would have been stopped.

And while young people are being drafted into distant districts, there are plenty of others workless on the spot.

These are some of the blots the exchanges must erase from their registers.

Safer motherhood

Fortunately, Sir Kingsley Wood is rubbing out some of the black marks on the nation's books.

Trying to reduce the terrible toll of maternal mortality, he is planning a system of salaried midwives to be employed by local councils.

So another JOHN BULL tip is being adopted.

Wisdom about food

And we like the proposal of Sir John Orr. He declares that twenty million people in this country are not getting enough milk, eggs, fruit and vegetables, and he points out that increased consumption of these things would save money on health services.

So he wants a State Department of Food to ensure the proper feeding of every man, woman and child.

Is it possible? Well, we have the means — but we fear our politicians haven't the will.

C.O.D.

We must warn the public that rogues have obtained a consignment of official labels used for the Cash-on-Delivery postal service, which they are using to swindle householders.

The fraud is simply operated. A man who appears to be an auxiliary postman calls with a C.O.D. package, explaining that it is too bulky or too late for the ordinary delivery.

There is half-a-crown or perhaps five shillings to pay.

Four in the morning

Usually the housewife or servant hands over the money, only to find that the package is worthless. In a single morning recently the trick was practised on four women in one street.

The G.P.O. Investigation Department is trying to trace the perpetrators; meanwhile our readers should be on their guard.

Anticipation

"I am convinced that the attempt to monopolise raw materials and their development by the concession method is one of the greatest causes of conflict between nations."

No, that is not an extract from Sir Samuel Hoare's speech at Geneva on September 11, 1935. It is part of a broadcast talk which Mr. Ernest Bevin made in the "Whither Britain" Series in January, 1934.

Raw materials

In thus anticipating Sir Samuel Hoare by over eighteen months, Mr. Bevin pleaded for international control over raw materials, an agreement that any nation desiring development should be able to use them on due payment, and that the output should be regulated to ensure a stable price level.

Now read what Mr. Bevin writes on page 9.

The Fragrant Minute.

DO TALK!

TWO lonely women sitting by the sea, or in a teashop (it matters not to me). Two lonely women sitting in a train, or anywhere you please, I emphasise again. The fact is, they're lonely, each without a friend, but the one won't speak, and the other won't unbend!

Oh! you foolish people, pull the barriers down; yes, all lonely people in city or in town, don't keep silent staring at each other, smile a bit, speak a bit, sister and brother!

Doesn't it seem silly when folk won't speak, living in the same hotel week after week? But it's still more silly, at least it seems to me, when folk won't talk a-sitting near the sea! Two lonely women sitting side by side, frozen with shyness and stiff with pride. Don't keep silent, give a friendly grin, and see how quickly the gossip will begin!

Wilhelmina Stitch.

"John Bull" Copyright.

Wilhelmina Stitch will always be very pleased to hear from JOHN BULL readers. Address letters to her c/o The Editor, JOHN BULL.

Doctors of health

Once again we are told that doctors of the future will be concerned with health rather than ill-health.

Paisley's medical officer is the latest to assert that the general practitioner of to-morrow will have as his chief duty "the conservation of health, not the treatment of disease," and will persuade his patients that fitness largely depends on their way of living.

Over-cautious

That is a cheering forecast. But we doubt if medical bigwigs will take kindly to the idea.

We know how they detest one innovation that is perhaps halfway to the fulfilment of that forecast—the plan whereby a doctor looks after the health of an entire family for a fixed weekly payment.

And the doctors will have to appoint new leaders, we fancy, before they are allowed to keep us in good health.

News for house buyers

So many purchasers of houses on new estates have had to pay unexpected road charges—sometimes amounting to £50 a house—that the Ministry of Health is taking action.

It suggests that all roads where there is a liability on a householder should be marked "Not Adopted" in a prominent position or the fact advertised in the local Press.

We hope our councils are public-spirited enough to adopt this plan.

Valuable pennies

At the end of this year employers and employed alike will have to pay a penny a week more to the Widows, Orphans and Old Age Pensions scheme. That will cost some firms thousands of pounds a year; even the penny will be hard to spare in some homes.

Why shouldn't the Unemployment Insurance contributions be reduced by a penny, thus leaving the total contributions unchanged?

The Unemployment Fund, now accumulating a surplus of a million pounds a month, could spare the money.

Injustice

Now let us tell the Unemployment Assistance Board something it probably doesn't know.

Lower-grade members of its staff are having to sign off duty at the normal time, but to put in hours of overtime for which they are not paid.

As most of the victims are temporary employees they submit for fear of dismissal.

Sad case

And let the Board reflect on the case of the nineteen-year-old Barnsley youth who committed suicide. His father blames the public assistance committee, alleging that it wanted the lad to keep his parents and their four other children on £1 a week.

Whatever the facts may be, we could fill this page each week with such bitter complaints.

They explain why the words "means test" have become the most hated in the language.

Passing blind alleys

Another welcome item of news comes from the Minister of Labour. He reports that parents are now keeping their children out of blind-alley jobs.

And nothing will induce employers to give juveniles a better chance of advancement than a pronounced shortage of labour.

How to STOP WAR

By ERNEST BEVIN

the great Trade Union Leader

MUCH of the confusion of thought that prevails in the mind of the man in the street regarding Britain's part in the present Italo-Abyssinian crisis arises because so many people are viewing it without the background of the historical part played by Great Britain in the effort to promote European peace.

The policy followed by Britain historically was to establish a balance of power, to ally itself with a series of weaker States and to prevent any one nation becoming overstrong in Europe. Because of our insular position, we always maintained, too, a series of buffer States, such as Belgium, as a protection for our own sea coast.

The pursuit of this policy made us at one time or another the ally of nearly every nation in Europe, and that is why it is now extremely difficult to instil into the minds of the Continental Powers a realisation that Britain has departed from it. There can be no confidence or peace in Europe until they are convinced that the old policy has been ended.

Again, at Versailles the attempt was made to give expression to national aspirations without sufficient regard to economic considerations. The consequences have made it very difficult to carry out the solemn obligation not to resort to war as an instrument of national policy.

While it is true that the period that has elapsed since the Great War is a brief one in the life of the nations, the rapidity of industrial expansion and economic change has been so great that they have far outstripped the progress of necessary political revisions.

The policy followed after the last war, inspired mainly by fear, has also caused great areas of Europe to become belligerent instead of pacifist. If there had been wider vision in the framing and operation of the Peace Treaty, it might well have been that both Germany and Russia would have developed on pacific lines. The armed state of those two nations has been brought about by despair of getting the statesmen of the victorious Powers to respond to reason.

☆

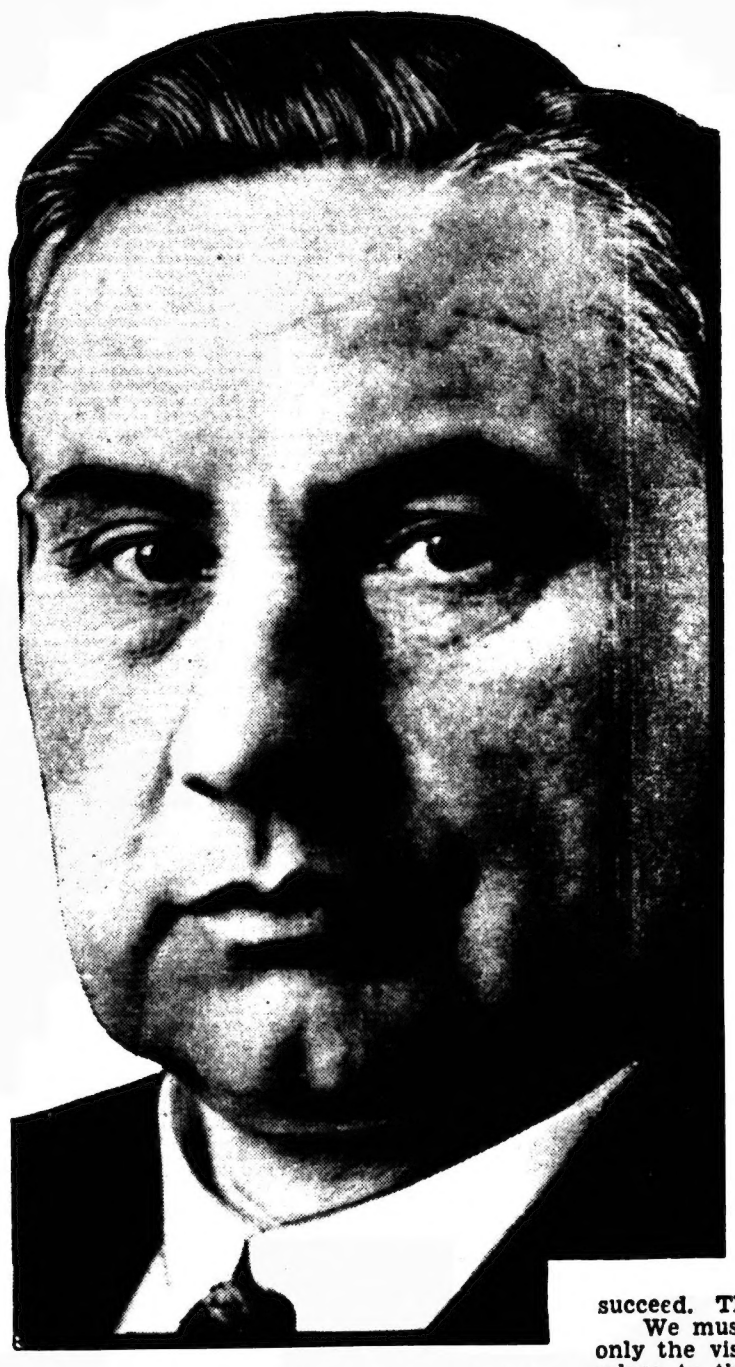
BLAME cannot be apportioned to particular nations. One of the gravest misfortunes of the war was that a great gap was made in the succession to statesmanship in most countries, and pre-war statesmen held office for too long afterwards. They had all the pre-war prejudices and an inability to visualise the new world waiting to be born.

The greatest weakness of the League of Nations is that it has devoted so much time to the effort to persuade the nations to disarm without creating a world economic organisation to remove the need for armament. Armaments are an effect, not a cause of war. The cause is always economic.

But at long last, largely due to the proposals and agitation of the Labour movement in Britain, action is now apparently contemplated to examine the whole problem of the economic requirements of the nations, the freedom of their peoples to move about the world, and their right to adequate supplies of raw materials.

Sooner or later the proposals made by Sir Samuel Hoare at Geneva will be found to offer the right approach to the ultimate solution. It is momentous that the subject has even been broached in an international assembly.

Permanent peace cannot be attained until an opportunity is given and used by all nations to direct their energies and to make their contribution towards the raising of the standard of living of all peoples throughout the world, and to do so without having to pay tribute to another nation and without being the victims of concession-hunters and the other similar groups who



have in the past poisoned the sources of diplomacy.

The redistribution of colonial possessions, as is also being advocated, would not make a big contribution to peace, because no one territory contains all the raw materials that a nation needs and the conflict would, therefore, go on.

☆ ☆ ☆

THERE must be an international concept in dealing with raw materials, and the first essential is that there should be compiled at Geneva complete and up-to-date statistical information so that the facts can be immediately ascertained and proper action taken when a nation complains that it is being handicapped, or complaint is made that a nation has an undue monopoly in obtaining raw materials.

The slaughtering of people periodically in different parts of the world cannot solve what is purely an economic problem.

But here arises the question of the manner in which the League of Nations shall be provided with force and the methods by which it shall employ that force to obtain observance of its decisions.

I take the view that an international force must be one of growth and I doubt very much whether the creation and maintenance of armed force by the League itself is a right policy.

Agreement among the nations to place at the disposal of the League such force as is necessary to carry out its collective decisions will, in my judgment, serve the purpose for some time.

What is most important is that this course will eventually compel a decision being made as to the amount of force that it is really necessary for each country to maintain for the restraint of possible aggressors. Thereby the whole question of armaments will be brought to a new, more vital and much more decisive phase.

Automatically, it has to be considered whether it is desirable that empires as we have known them in the past should survive.

To break them up would be disastrous and would inaugurate a period of scramble that would probably destroy civilisation.

There is now a world opinion that where these great empires exist, whatever the motives and methods used in their creation may have been, the right course to follow now is not to break them up, but to use them as complete units in the economic organisation of the world.

Associated with this, of course, and especially important in the present situation, is the question of the strategic points held by the different countries.

Just as raw materials and other national requirements must be dealt with on an international basis, so must the trade routes and the command of them be also treated internationally.

These must never again be the subject of national conflicts. If one nation is put in control of key positions on the trade routes, it will always be liable to challenge from other countries.

An answer will have to be given in the near future to the question whether the retention and policing of strategic points to maintain the freedom of the seas and international rights shall devolve upon individual nations or be internationalised and so partly removed from the jealousies that cause conflict.

☆ ☆ ☆

IT is unwise to be too doctrinaire upon these problems.

After all, the constitutions governing the British Empire have only been evolved by centuries of experience.

But that experience makes one fact abundantly clear. It is that if a world economic organisation is to be built to ensure peace, we must begin by making it impossible for an aggressor to succeed. The time to begin is now.

We must indicate further that we have not only the vision, but the capacity to adjust ourselves to the demands of a new world organisation.

And, coupled with this, there must be a new motive in our national and industrial life, so that, instead of striving for merely money profit, we seek the distribution of the natural wealth of the would in a manner that will raise the whole standard of life across the earth.

Only then shall we succeed in removing the hatreds and jealousies handed on to us from past generations and in dispersing clouds of the kind that darken the world to-day.

This is not vague idealism. It is the concrete basis on which the present strife will ultimately have to be settled and all nations have their antagonisms and aggressive ambitions controlled or cured.

Moreover, ordinary people in all parts of the world are becoming aware that there is no other solution.

Amazing Story of the

THERE is a man in New York with a kind face and boisterous laugh who has shot seventeen men and glorics in the fact. Frank Reynolds is his name.

Far from bringing the bullets of the law buzzing round his head, Frank has won a nation's gratitude by his exploits. Newspapers congratulate him in headlines. Films glorify his killings. For the victims of his gun have been criminals in a worse sense than those we know in England.

He is a G. man.

He counts it his mission in life to help exterminate the gangsters and racketeers who have defied a whole nation and its laws.

That's the spirit of all America's 623 G. men—the tiny army that is transforming a mighty nation—when the order is, as is often the case, "Shoot to kill."

Who are these G. men?

Thousands of people in Britain wonder every time they read such a paragraph as appeared the other day to the effect that America's newest Public Enemy No. 1, by name Alvin Karpis, has threatened to kill J. Edgar Hoover, the head of the G. men.

They are the American Government's new super sleuths who, having borrowed more than a few pages from Scotland Yard's copy-book, have done more against the menace of organised crime in two years than the whole police machine of the country, encumbered by political graft and intrigue, was able to accomplish in a lifetime.

To begin with, notice that name of the latest Public Enemy No. 1.

Alvin Karpis, now on the run, means nothing at all to you because he is the fifth man to wear the heavy crown of gangster czardom in a little over twelve months.

John Dillinger, inveterate bank robber and callous slayer, was riddled with bullets in July of last year as he was leaving a cinema. And so ended *that* Public Enemy No. 1.

The title passed to "Pretty Boy" Floyd, the handsome murderer of seven people, who was himself despatched by bullets by October. Next was John Hamilton. His peppered body was found in a ditch.

Worst of all was "Baby Face" Nelson. He killed three G. men before Justice overtook him in the form of a salvo of lead.

And now the little-heard-of Alvin Karpis, in hiding, somewhere, tremblingly awaits the same fate.

How it began

Five of these Public Enemies No. 1 in a year—and this in a country that allowed Al Capone to strut about brazenly and openly for years at the full height of his campaign of racketeering, graft and murder.

Yes, big changes have come about in America since the inception of the G. men.

The fact that a particular police department is run by politicians who have sold out to the criminal element in the city no longer enables murderers to buy themselves immunity from the law.

And the man largely responsible for bringing that about is Director John Edgar Hoover, of the Federal Bureau of Investigation, to give the G. Service its proper, official name.

Let us look at this man who is purging a nation. Stocky, wire-haired and serious-looking, he is a bachelor, has no women friends, lives in a wooden-frame house with an invalid mother, and works before a copy of Kipling's "If" and a picture of his favourite dog.

Ten years ago that man was put in charge of a Government detective service that had little or no finger prints in its archives, appointed as investigators any Tom, Dick or Harry if he brought along a letter from an influential enough person, and spent most of its time chasing youths who stole cars for joy-rides.

This at a time when the gangster menace was a direct threat to the nation and still growing.

Well, Hoover began to look round for a new type of recruit. You can tell the sort from the fact that his present force of 623 includes 63 farmers, 17 air pilots, 17 newsboys, 7 baseball players, 37 bank clerks and 2 radio announcers.

He wanted raw material that he could fashion as he chose—and no politics! And he got it.

For eight years Hoover built away at his American Scotland Yard quietly and unostentatiously—so unostentatiously that the gangsters "didn't know what was coming to them."

They moved about freely, bulging with guns and steel waistcoats. Their bullet-proof automobiles became show pieces, like the mayor's car. Gangs fought each other in the street for a right to all the plunder of a particular district—and actually talked of their rights.

In Chicago there was the spectacle of a north-side gang and a south-side gang fighting for the supremacy of the city, and actually having pitched battles with bombs and machine-guns in the streets.

They laughed at the Federal men, as the G. men were first known, in those years. Even if they were arrested, there were always crook lawyers and shady politicians to get them off. Then there was the Habeas Corpus Act, in England the innocent man's pathway to freedom, but as misused in America a murderer's way out of the death cell, as long as he had the money.

Money wasted

Al Capone must have laughed as heartily as any when the Federal men got him at last—for income tax, because too many difficulties were put in their way to get him for anything else!

But they held him, this time. His laugh died in his throat. Gangsterdom felt its first qualms about this fellow Hoover. A flood tide of money was released, but all to no purpose.

There were political moves, and "To hell with politicians" said Hoover. Let them stick to their politics. "I am dealing with rats," he told them quietly.

And, with the Federal men getting busier and more efficient, and the organisation behind them ever improving towards our own Scotland Yard model, more and more gangsters mouthed their rage at discovering that prison gates did not open as readily for them in the morning as they had closed on them the night before.

Came September 26, 1933, the day Federal men were called for the first time G. men, the name that has given Americans more thrills down their spines already than ever such terms as bushrangers and cowboys did.

It was Machine-Gun Kelly, trapped in the bedroom of his Memphis dug-out by Federal men, who first used the name.

J. Edgar Hoover (left), the man who is clearing up U.S. in record time

There stood the instigator of the kidnapping of Charles F. Urschel, the oil magnate, with his face pale and twitching and his hands high in the air—the man everybody had thought would shoot his way to freedom.

"Why did you give up without a fight, George?" one of the surprised agents asked him.

"Why, you G. men would have killed me."

"You what?"

"G. men—Government men."

And the whole nation took to the phrase, romanticised it, although a G. man's work was already romantic enough without exaggeration; made a Sherlock Holmes, Col. Cody and Robin Hood rolled in one of every G. man. And Hoover, although not anxious to create sensations, did not mind. It made it easier for him to get money out of Congress, and they had been very sparing with him.

Petty hindrance

He had a lot to contend with, even then. Crooks were not his only enemies. Local celebrities, indefatigable public workers in the open but twisters and grafters behind the scenes, fought to overthrow his little force. Well-meaning people opposed him, too, out of jealousy.

The peak of jealous friction between the G. service and the various local law-enforcement agencies came when the chief of police of Wellsville, Ohio, refused to turn over to Hoover's men a gangster wanted for his part in a railway station massacre at Kansas.

Now, Director Hoover was not the man to stand that sort of treatment. His idea of hunting down major criminals was much the same as Scotland Yard's—apart from his "Shoot to kill" orders that are so much more necessary there than here.

His men were to be men who could go anywhere they pleased, cross any State line, in quest of their men. When told to run down a criminal—that was their job. And he was going to see that these various local agencies — police departments, sheriffs' officers, State police—gave them help and not hindrance.

Wasn't it obvious, Hoover being the determined man he is, that the refusal of a police chief to hand over a prisoner was going to lead to a crisis?

Well, the man who helped most to bring about the camaraderie that now exists is at present visiting London. Attorney-General Homer Stillé Cummings is his name. He convened a meeting of the conflicting parties at Washington, and it is the peace that has resulted Hoover has been able to go on with his plans at ten times his old speed.

No shirkers

There is no training in the world more intense than that he has devised for his men.

In three months they must learn ballistics, finger-printing, criminal psychology, building a case, and a score other such subjects. They must become absolute experts with rifles, revolvers, tear-gas projectors, shotguns and sub-machine-guns, and solve a difficult "murder" staged with the help of a dummy victim, known in the force as Oscar.

Starting at £12 a week, they can rise to as much as £1,750 a year, but it isn't easy progress. They

'G' MEN

Legal killers:—"G." men recruits are taught how to kill for the law; and a large part of their training is in the deadly use of firearms

must requalify for the force once a month or go back to school. And one sign of lack of courage and they are "out on their necks," fifteen of them having been dropped in this way since January last.

The 5,000,000 finger-prints they have filed are augmented by 3,000 a day. That's real progress.

If a man is known by twenty different nicknames, they are all listed. His criminal methods, the hours he prefers to operate, his favourite foods, any distinctive feature about his dress, gait or face —all these things are noted down under peculiarities.

And they are not just written down. Use has been made of a system employed at Somerset House in the tabulating of the British census to make those details give instant help when the need is urgent.

Here we bore holes in the census cards in such positions that a machine will release all the cards that relate to spinsters, orphans, people of sixty-five or any other age, and so on, at a mere touch.

Hoover, of course, has other uses for the system.

Supposing a man has gained access to a house through a kitchen window, springing the latch with a penknife, and then, after murdering the cook, has escaped leaving a straw hat behind. The time of the entry, let us say, was 5 a.m.

By pressing a button, the G. man in charge of the machine can get all the cards relating to men who usually go burgling as late as 5 a.m. to drop in a heap. From them will drop, just as quickly, the cards of all criminals who use kitchen windows, and then of those who force windows with penknives. From that lot, in turn, will be sorted out the wearers of straw hats.

One operation may bring three million cards down to twenty thousand, the next to four hundred, and the next to eighteen. Those eighteen are the men the G. men seek first. True, the murder may have been committed by a man who broke away from habit in one way or another. But one peculiarity alone is a great help in tracing the criminal by this system.

And criminals are very much creatures of habit—far more so than ordinary citizens.

It is nothing for a police card to contain fifty different peculiarities of working all relating to one man —each represented by its separate hole.

Bullet "file"

The G. men have busy and spotless laboratories in which they fight crime with the aid of the chemists. They have their file of motor-car-tyre "prints," often as useful as finger-prints. Again, anything typed by or at the instigation of a crook is filed in case peculiarities in the type employed help them to bring another crime home to the men concerned.

A bullet often bears a distinctive mark made by the gun that fired it. So there is a file of bullet peculiarities, too, to help them identify a particular firearm.

Hoover is certainly showing results.

Last year he obtained convictions in 94 per cent. of the cases he took to court. The police record is about 35 per cent.

He has driven the figure for bank robberies down from sixteen to four a month. He has solved fifty kidnapping cases since 1932.

He has had gangsters killed off like —as he says—the rats they are. Pleading, cajoling and frightening the Government to let him spend about a million pounds a year, he is returning £10,000,000 a year in Federal fines and recovered property.

The G. men have lost eight killed in their fights with "lone wolves" of crime who have taken to hiding-holes to make their desperate last stands. They still go on to greater strength.

The dethroning of four Public Enemies No. 1, generally with the gun, the breaking up of the famous rifle gang of Long Island that picked the police off with rifle fire, the killing in open fight of Russell Gibson, thirty-two-year-old kidnapper, as he tried to fight them off with a machine-gun, the capturing of Walter McGee, kidnapper of Mary McElroy, daughter of the Mayor of Kansas City—these are but a few of their operations of the last twelve months.

They have laid their plans for next year as if they were a film company making a schedule of the films they intend to make, or a repertory company arranging a season.

They are after America's forty worst men, in the first place—among them "Dutch" Schultz, the beer baron and gambling king; Owney Madden, the British-born racketeer; and Ciro Terranova, who confined his racketeering exploits to New York's Covent Garden.

They are still handicapped by people who think gunmen should be reformed and not shot down. Reform is probably worth trying with nine English criminals out of ten, and quite a lot of American criminals of the English type.

But Director Hoover is under no illusions about the canker that has been eating at the roots of American public and private life, that reached such dimensions that it cost even the non-victims of crime £30 a year each, man, woman and child, in increased insurances.

He is not going to try kid-gloved methods with an evil of those dimensions.

"Every G. man who has been killed has been the victim of a man who has been the recipient of some sort of executive clemency," he has told the nation.

And so he says he is not going to listen to talk of inhibitions, environment, malformed consciousness, or anything of that sort, while thousands of criminals confront the American nation with guns in their hands and murder in their hearts.

Great New Presentation

THIS week, on pages 4 and 5, JOHN BULL announces a great new Presentation—that comes just when it is most needed—a Presentation that is topical, entirely new and of incomparable value to everyone who wishes to follow world events easily and intelligently.

It is the "New Pictorial Atlas of the World," the most wonderful, comprehensive work of its kind ever produced, a work that is staggering in its scope.

It contains no fewer than 128 pages of maps printed in *nine colours*. There is an 80,000-word gazetteer, and the story of the earth is told in 120,000 words that will grip and enthral you. It is beautifully bound, gold embossed and opens flat.

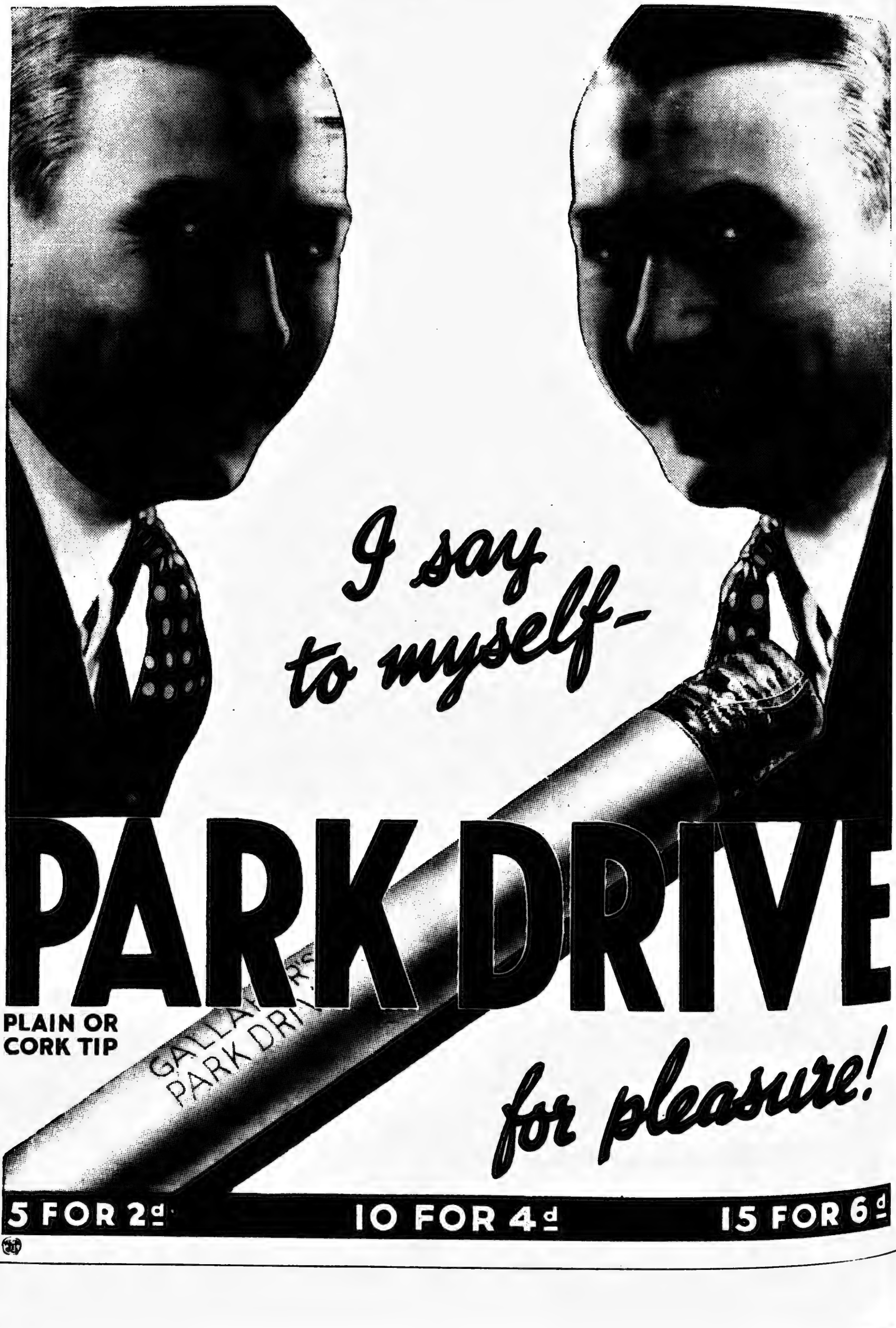
This great work is offered to our readers at the amazing Presentation price of only 2s. 9d., plus 1s. to cover cost of packing, carriage and insurance.

The world is constantly changing. And the atlases in tens of thousands of homes are as out of date as last year's calendar!

The "New Pictorial Atlas" is right up-to-the-minute. It shows new boundaries and frontiers, reclaimed areas, revised coast lines, name changes of towns and capitals, air-mail routes, radio stations.

It is possible, with its aid to know the world as intimately as your own home-town. It is a work that makes geography a romance.

But you must hurry! This latest and greatest edition of the "New Pictorial Atlas" is limited to 25,000 copies. The demand for it will be phenomenal, so turn to pages 4 and 5 at once, and post those reservation forms to-day.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You're Right —but You're Wrong

JOHN BULL'S Open Letter to Sir John Jarvis

DEAR SIR JOHN,—I wish I could believe that you will succeed in the task you have set yourself. You aim at reviving Jarrow, worst-hit of the hard-hit towns on the Tyne: if you fail, it will not be for lack of brains, energy or determination.

You have indeed already brought hope to that place, where three out of every four men have been idle for years. You are straining every muscle to turn its rusted wheels of industry, and for that you merit the admiration of us all.

A day or two ago, at the cost of more than £100,000, you bought the Cunard-White Star liner *Olympic*. For the same price, you have handed it over to a new company which, owing to your endeavours, is starting shipbreaking at Jarrow, and you claim that the *Olympic* job alone will mean eighteen months' work.

Nor is that all. It will provide raw material for the vast steelworks you are planning, works costing a million pounds that will be "unsurpassed in the country." You visualise, also, a group of finishing industries to consume most of the steel manufactured.

* * *

Plainly, you are a man who thinks boldly. A few months ago, as an experiment, you bought a steamer to see if the men of Jarrow could turn their hands to shipbreaking; the results encouraged you to offer, out of your own pocket, £70,000 for the *Mauretania*!

Not content with establishing one new industry, you announce that an aircraft factory is to be opened shortly. You are striving to get the blast furnaces working once more. When High Sheriff of Surrey, you started a fund for its relief that now totals £40,000.

Yet only a year has elapsed since you paid it your first visit! You saw it "in all its misery, its grimy houses, its dejected people, its neglected works, and its apparent hopelessness." You were so appalled that you straightway provided money for eighty families to paint and paper their homes!

From so modest a beginning has developed the labours which have earned you the King's blessing. Still, splendid though they are, they are not enough to solve the terrible problem which confronts you. Much as I admire you, I do not think you will solve it alone.

By buying the *Olympic* you have opened the door to work. But for how many men? Local trade union leaders, while welcoming your efforts, estimate that, at the most, eighty men will be engaged on demolishing that giant vessel. Jarrow, as I need not remind you, has twenty thousand unemployed.

Even if you could employ them all, Jarrow would merely be one oasis in the industrial wilderness. And no private individual, however generous and energetic he may be, can possibly revive, single-handed, the great wastes of the North-East Coast and South Wales. That can be attempted only by the State, with nationally planned schemes backed by the full financial resources of the nation.

You, I know, will disagree. As a highly successful business man, you are an individualist and averse to State enterprise. But I remember that you were the first to negotiate peace between the railways and the bus companies, and a rabid individualist would have declared their competition to be essential.

The greatest triumphs have always been performed by individuals, you assert. But is there any one private person to-day who is powerful enough to carry out the reconstruction of our industrial system?

You have indignantly described the slums of Jarrow, where rats jump into the beds of children, where as many as forty people are herded into a single house, where landlords levy exorbitant rents for hovels that disgrace civilisation. What individual could demolish those disease-dens and curb the rapacity of their landlords?

* * *

No, Sir John, you are wrong. We cannot leave the Depressed Areas to depend on the charity even of men like you. We must not allow Westminster to evade its duty of tackling their difficulties merely by labelling them as "Special Areas."

I can find no excuse for the present Government's niggardly and timid attitude towards them. You defend it, believing that the Chancellor of the Exchequer, "in his cautious way," has done everything possible to promote the return of prosperity—though you add, "that it has not been completely returned I, who visit the North once every week, know only too well."

That defence of Neville Chamberlain amazes me. He has allotted two million pounds for all the distressed areas! If he isn't careful, he'll find one day that you have spent more on a single town than he has done on the entire country.

Two million pounds—when the banks are choked with gold that awaits investment. Two millions—when there is a host of public works waiting to be done. Two millions—just about £1 to secure work for every one of the unemployed!

Well, all this is no criticism of you. You are doing more than your share to lift the depression from the gloomiest of our once-busy towns, and I wish you luck.

JOHN BULL.

CANDID COMMUNICATIONS

Sir ARNOLD WILSON, M.P.,
Much Hadham, Herts

DEAR SIR ARNOLD,—You doubt if we are generous enough to young married people. Believing that older folk spend too much on themselves and leave too little for those on the threshold of life, you urge the elderly to "make room" for their juniors.

An admirable sentiment! But, you know, comparatively few of our older people can afford to spend much. Very few elderly men can possibly give up their jobs.

The remedy for the latter problem—earlier and bigger old-age pensions—might be costly, but it would be in the best interests of the community.

JOHN BULL.

The CHAIRMAN,
Yeovil Housing Committee

DEAR SIR,—I agree that a selfish user of radio may be a public nuisance. But I don't think you are justified in threatening your thousand tenants with an 11 p.m. ban.

The loudspeaker annoyance is not confined to council houses, and no private landlord would dare to inflict a curfew on his tenants. So why should you?

If the worst offenders were prosecuted, I think the rest would soon mend their ways.

JOHN BULL.

Mr. LLOYD GEORGE: "Great mistake to treat Mussolini as a flapper," you remark. But his mouth flaps a lot.—JOHN BULL.

Dr. KATE TREVITHICK,
Richmond, Surrey

DEAR DOCTOR,—A most serious offence; a wretched business; a nasty, dirty, cowardly trick—these were some of the phrases you used when three little boys appeared before you for raiding an apple tree!

That is the sort of language that should be applied to blackmailers and footpads rather than mischievous youngsters.

And it makes me wonder whether you ever, as a little girl, purloined a cake from the pantry when no one was looking. If you never did, you must have been a paragon among children.

JOHN BULL.

Professor HAROLD LASKI,
University of London

DEAR SIR,—No doubt a lot of people will sneer at your suggestion of a seven-day library service. But silly people sneered when municipal libraries were first planned.

Anyway, I agree with you that public libraries should be opened on Sundays. And, eventually, I am sure they will be.

JOHN BULL.

Viscount HALIFAX,
Minister for War

MY LORD,—Next month men of the Manchester Regiment will come home—for six hours only. Returning from a two years' stay in the West Indies, they call at Southampton on their way to Suez.

I hope you will see that a special train is run from Manchester to enable relatives to spend the short hours with them.

Even so, I shall continue to regret that in these cases it is not possible for the men to have at least a few days' leave in Britain.

JOHN BULL.

Rev. FINLAY MACLEOD,
Free Presbyterian Church, Dornoch

REV. SIR,—Now that Provost John Murray has been expelled from your church for allowing children to dance at a Christmas party, your congregation is drifting away.

This may cause you regret. But do you really wonder that people to-day are disgusted with a display of intolerance more worthy of the religionists who fought with Cromwell?

JOHN BULL.

Mr. BEN TILLETT,
Transport House, London

DEAR BEN,—"What a miracle it has all been," you declare, and that is the best description of your life. At eight you were working in a brick yard, then you became successively a child tramp, a circus boy, and a runaway with gipsies.

In later days, as we all know, you turned sailor, docker, labour leader and M.P. You have seen great changes, you have done much to bring them about.

Even now, at seventy-five, you are still going strong. Long may it be so!

JOHN BULL.

Rev. D. M. JONES,
Glamorgan County Council

DEAR COUNCILLOR,—"Bad milk is being pushed down the throats of the county's children," you allege, mentioning the case of a man who owns a tubercular cow supplying milk for the local school!

Your allegation must not be passed over. As a first step, I suggest that you ask for the milk to be analysed by the medical officer of health.

JOHN BULL.

Miss LORRIE HUCKERBY,
Hall Green, Birmingham

DEAR LORRIE,—Seventeen years of age, you earn a guinea a week. When you found you couldn't get a job for your unemployed friend, you paid her 12s. 6d. a week out of your own wages.

Obviously you couldn't afford it, and one day you stole a postal order from your firm.

I am glad the magistrates have let you off lightly, for I like your unselfish spirit. But remember in future that discretion is the better part of charity.

JOHN BULL.

Professor P. SARGENT FLORENCE,
Birmingham

DEAR PROFESSOR,—According to your reckoning, a man, his wife and three children could live on 34s. 10d. a week. If they were very lucky, perhaps they might.

But you allow them only 8s. 6d. for rent, though a large proportion of poor families have to pay double that amount.

And as you admit that your budget is insufficient, since it does not provide for newspapers and amusements, I wonder why you troubled to prepare it.

JOHN BULL.

The BOROUGH COUNCILLORS,
Morecambe

SLEEPY HEADS,—Don't be shocked when, in the near future, you receive a demand for a motor ambulance to replace the present horse conveyance.

Last week an elderly visitor dropped dead on the promenade, and there his body lay for an hour, surrounded by a large crowd, before being removed to the mortuary.

Similar delays have occurred in the past, and your apparent apathy is a very poor advertisement for a seaside resort.

JOHN BULL.

Miss MARY NEY: Modern audiences much too kind, you think. In particular, young stage folk who mumble should get brickbats, not bouquets.—JOHN BULL.

PUBLIC ASSISTANCE COMMITTEE,
Surrey

GENTLEMEN,—So you can't get housemaids and a cook for Epsom County Hospital.

It would be a marvel if you could. For you propose paying non-resident housemaids £105 a year less £69 for the rations, laundry and uniforms supplied to them, thus leaving only £36 a year for their lodgings and other expenses.

And the cook would receive very little more.

I am almost inclined to label this as sweating.

JOHN BULL.

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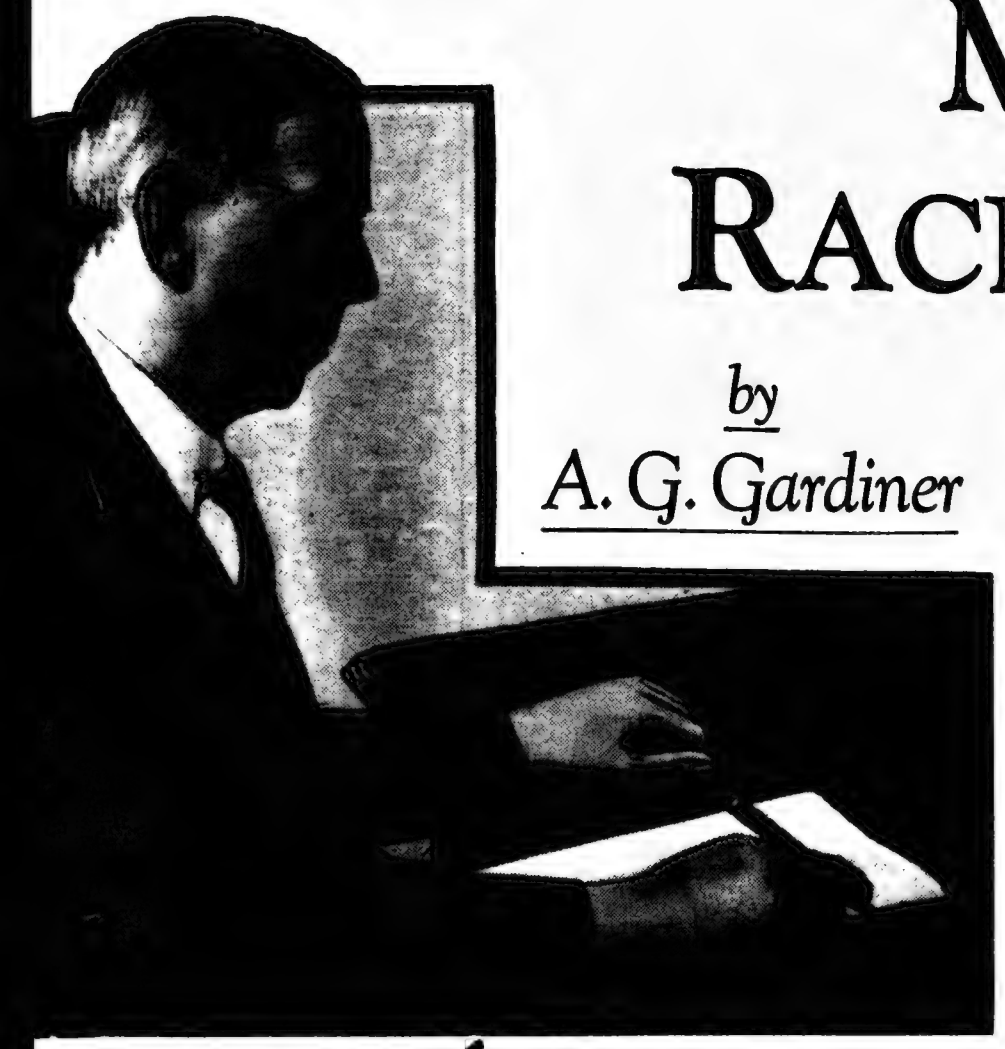
MAD RACE HATE

by A. G. Gardiner



"Let me assure my critics that I am as spotless an Aryan as Herr Hitler could wish to clap eyes on," says A. G. Gardiner

A WEEK or two ago I wrote an article in these columns on the persecution of the Jews in Central Europe. I was concerned less with the humanities of the matter than with its political effects upon European civilisation, and I was unconscious of saying anything likely to arouse feeling on one side or the other.

But I was mistaken. There descended on me an avalanche of frenzied letters, all of them anonymous and all of them anti Semitic.

If I had not, in the course of a long journalistic life, had a good deal of experience of newspaper correspondence, I should have been tempted to think that hatred of the Jews was as common in this country as in Germany.

But that experience has taught me that nothing is more misleading than newspaper correspondence. Those who are in violent disagreement with you all write; those who are in general agreement have no call to write.

For this reason I discount the significance of the aforesaid avalanche. That anti-Semitism prevails in this country, as in other countries, is common knowledge but it is not an organised movement, and so long as free Parliamentary institutions hold sway it will never be a political cry or a social menace. If Parliamentary institutions break down and dictatorship is set up, of course anything may happen.

Friendly people

Fortunately there is no likelihood of such a collapse into barbarism, and I refer to my critics only to discuss the question of racial likes and dislikes.

And first let me assure the said critics that I am as spotless an Aryan as Herr Hitler could wish to clap eyes on. Further, that so far from having a passion for the Jewish race I suspect that, taken in the lump, I dislike it.

I am conscious, like most of my neighbours, of obstinate racial antipathies and sympathies. They are there though my intellect repudiates them as stupid and unphilosophical.

I am not reconciled to them, although very great and enlightened men have shared them. Johnson hated the Scotch, for example. Coleridge disliked them. So did Charles Lamb. "I have been trying all my life to like Scotchmen," said Lamb, "and am obliged to desist from the experiment in despair."

I have had no such misfortune. I have known Scotsmen that I liked and Scotsmen that I loathed, just as I have known Germans or Frenchmen or Americans that I liked, and Germans, Frenchmen and Americans that I loathed.

But though I have no dislike for Scotsmen in the mass, I confess that I have a warmer feeling for certain people than for them—the Irish, the Bavarians and the Austrians, for example. I like friendly peoples whose address is uncalculating and spontaneous and who carry a glow of cordial sunshine with them.

The English and the Scotch don't do that, but the Irish do. Politically they are irrational and vindictive, but personally and socially they are delightful. Scott hit off the character of the three peoples with rough truth when he said:—

> "The natural disposition of the Irish is turned to gaiety and happiness. While a Scotsman is thinking about the term day, or, if easy on that subject, about hell in the next world—while an Englishman is making a little hell in the present because his muffin is not well toasted, Pat's mind is always turned to fun and ridicule. They are terribly excitable to be sure, and will murder you on slight suspicion and find out next day that it was all a mistake and that it was not yourself they meant to kill at all."

To go further afield, I fancy I could live with Chinamen more comfortably than with Japanese, with Norwegians and Swedes more cheerfully than with the Dutch, and with Italians I find myself in a more friendly atmosphere than among the French.

An English officer who was captured early in the war, and spent two or three years in different internment camps, told me that of all his fellow-prisoners, French, Russian, English, Serbian and Belgian, the three he remembered with the most affection were all Russians. "And in an internment camp," he said, "you come to know men to the bone."

Artificial

Ask any English soldier who served in France and afterwards on the Rhine his opinion of the German and the French peoples, and you will find it has nothing to do with the official hatreds of the war.

Indeed, there is nothing more artificial than racial friendships and hatreds that spring from political conditions. We hated the Americans comprehensively as a nation of cowards and money-grubbers while they refused to come into the war, and sang anthems to them in St. Paul's when they did come.

You do not know from one generation to another—hardly from one year to another—whc you will next find your "Huns." We have found them in turn in almost every nation on earth.

They were "the Inquisition dogs and devildoms of Spain" in Drake's day, Dutch in Blake's day, Frenchmen in Marlborough's and Nelson's days, Russians at the end of last century, Germans at the beginning of this. Who can say where we shall find them next? The world is thick with possibilities.

My own conclusion about the matter is that racial hates are irrational and childish. Intelligent hate or intelligent affection is a personal and individual thing.

No divisions

I like one American and dislike another, but how can I embrace a hundred million Americans in a comprehensive love or hate? It would be as absurd as to say that I love all Englishmen because they are English or that I hate all Germans because they are Germans.

I don't. I reserve my likes and dislikes for persons, and the race they belong to has little bearing upon the matter. Wordsworth says finely and truly that there is

> **"One great society alone on earth—**
> **The noble Living and the noble Dead."**

In that great community there are no peddling tests of time or place, creed, language or colour. It is not divided into categories of Jews or Gentiles, dark skins and white, Welsh and Saxons, Slavs and Teutons.

It is divided into the wise and the foolish, the just and the unjust, the noble and the ignoble, the agreeable and the disagreeable. Wherever I find the one I find a fellow countryman, whatever his race or his speech, and wherever I find the other, I find the general enemy, even though he be as German as Hitler, as Italian as Mussolini, or as English as, let us say, Sir Oswald Mosley.

NOT FROM THE B.B.C.

As Others See Us

TO have been born an Englishman
Is scarcely to one's credit,
For Signor Marinetti, who
Would seem to know a thing or two,
Has very plainly said it.

The habits of the Briton are,
He tells us, most pernicious;
He smokes a pipe, plays golf, drinks tea,
And shaves—which goes to show that he
Is definitely vicious!

In fact, unless he cultivates
A liking for spaghetti,
Abandons bridge and starts to grow
Whiskers, the love he'll never know
Of Signor Marinetti!

There was a time when the Englishman, with his walking-stick, his drawl and his unaccountable habit of demanding a bath, figured in Continongtal eyes as an unusually quaint clown.

When, however, it was found that he had cash and was willing to spend it, he became a "milord," rich but eccentric. Any tourist from Wigan, though smiled at behind his back, was treated with respect to his face and automatically elevated to the peerage.

But in the eyes of some Italian publicists of late the Englishman has undergone yet another transformation, having suddenly become the villain of the piece—or should one say "of the peace"? In a list of "pernicious British habits," Signor Marinetti, a Fascist leader, includes tea-drinking, snobbery, golf-playing, Puritanism, clean-shavenness, pipe-smoking, bridge-playing, and "an inexplicable apathy to women."

Signor D'Annunzio has gone even better, by mentioning the eating of raw meat as being among our national vices. So, presumably, Signor Macaroni may now arise at any moment to deplore our well-known habit of eating raw babies.

It is always salutary to have the chance of seeing ourselves as others see us, but we are no more able to recognise Signor Marinetti's typical Englishman than he would recognise a long-haired organ-grinder as a typical Italian.

Where the Duce, so to speak, did he acquire his notion that we are coldly indifferent to the female of the species? Observing the space occupied on hoardings and in the pictorial Press by the female form more-or-less-divine, we might more justly be accused of carrying woman-worship to the verge of inanity.

But obviously our Italian critic does not think before he splutters, otherwise he would not have committed the blazing indiscretion of condemning clean-shavenness as something perniciously English.

"All true-born sons of Italy,
Your razors cast aside!"
Cries Signor Marinetti; he
A phiz that is from fungus free
Just simply can't abide!

Yet lo! a face as free from hair
As are new-born bambini
Is owned by One, compared with whom
Stars in the sky are things of gloom—
Benito Mussolini!

So Marinetti, on your head
Your words may soon recoil;
From Rome forthwith you'd better hike—
Unless, perchance, you really like
The taste of castor-oil!

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MISCELLANEOUS.

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£250 First Prize and over £700 in cash prizes in all! Any one of these can be yours for finding the highest total of errors which the artist has made in the picture illustrated in the Nestlé Chocolate advt. on page 25. Simply get a sheet of paper, give your name and address, and write first of all the number of errors you claim to have found in figures on top right-hand corner of the sheet. Then describe the errors one by one. Enclose with your entry wrappers to make up a total of ¼lb. of one or more of the three Nestlé's Chocolate varieties illustrated in the picture. Closing date: September 28. Enter now! The £250 may be yours.

Farmers may rear their produce, but if they "sell" to this fraudulent "group" they will be fortunate indeed to see the bill settled

Gigantic FOOD SWINDLE

ENQUIRIES we have just completed regarding several "mystery men" behind a number of interlocked companies, whose interests are as varied as they are audacious, enable us to reveal one of the most astonishing stories we have had to tell for a very long time.

All the men concerned—and they number at least thirty—are mostly adventurers well known to the police.

In order to tell a very complicated story as simply as possible, we shall name them, and some of their companies, later on in this article.

Their interests cover a wide range, and include schemes for marketing agricultural and dairy produce as well as embracing various investment and employment undertakings.

Through their machinations people in all parts of the land have been cruelly imposed upon, either by being urged to invest substantial sums of money in one or another of the companies, or through supplying goods on credit which have never been—or never will be—paid for.

We first came across this nest of rogues during an investigation of the affairs of a produce concern in South London. This was established about eighteen months ago with the ostensible object of dealing in a large way with agricultural and dairy produce.

Fruit, potatoes, beetroots, rabbits have been obtained from victims in different parts of the country on written orders circulated on notepaper of the most impressive type.

One man, who is only in a very small way of business received an order for rabbits and potatoes months ago. Payment of cash on delivery was volunteered, and he sent the goods forthwith, as the terms were excellent. He got his money within a few days.

Then came a much larger order, which he also executed. He is to-day owed a considerable amount of money. All efforts to obtain satisfaction have met with no success.

Many other people are in a similar position, and the men who until recently were in evidence at the offices of the company have now made themselves scarce, while victims are lodging complaints about their activities with the police.

Deep in Debt

Nor are all the dupes "trade" ones. Quite a number of men have put money into the coffers of companies in this amazing group, believing them to be genuine concerns. One man was induced to accept the position of "area manager" with one company, and, on the understanding that it had been established for several years, handed over more than £300.

After the proprietors had had his money for a few days this unfortunate investor discovered that the company was a swindle, up to its hilt in debt, and that the police had received numerous other complaints from people who had been similarly induced to part with money.

The men behind the scenes were just two members of a gang of professional adventurers who have been mixed up with ramps of this type for years. In different aliases they have operated as potato merchants and agricultural agents in various London suburbs, including Penge, Dulwich, Walworth and Deptford.

Their plans have always been devised on the same lines, and the produce and finances have come from people who have been duped in a similar fashion.

Some were concerned not long ago with a swindling venture which also had headquarters in South London. All kinds of agricultural supplies were obtained on an extensive scale from small-holders and farmers, but no one was paid. And, as appears to be a customary thing with the group, several people were induced to hand over their life savings for positions with the company!

When numerous creditors and disillusioned clients found that there was little if any hope of gaining any satisfaction, and began to realise that the only possible thing to do was to consult the police, the men behind the scenes disappeared.

Now, one of the chief rogues in these ventures has been a very interesting personality named William Alexander Reid. Jointly, Reid has been running, with other members of the gang, numerous businesses with headquarters in different parts of the Metropolis, which have acted as partnership experts. Reid and a number of confederates pretended that they had excellent produce companies to finance, and for three years at least have obtained from unsuspecting men and women large sums of money on the promise of lucrative profits.

Twenty years' career

Reid was very active, we can reveal, in a number of fraudulent companies, which were recently closed down by the police, which obtained something like £25,000 from investors—and endless credit—in a series of worthless concerns which were run under the auspices of a "parent" company called the South London Dairies, Limited.

The chief rogue in this criminal combine passed in the alias of Arthur Jarvis, but his real name is actually Douglas Wentworth Sanders, and, in a variety of aliases, he has been defrauding the public for at least twenty years.

Other members of the group have lately passed in the names of Reid, Gregory, Mack, Harris, Mansbridge, Collins, Robinson, and Brown, while yet a score of further rogues have been persistently associated together in similar frauds. Yet many have so far managed to evade their just deserts.

Ruthlessly robbed

In the numerous swindles which have lately been perpetrated by this group, which the police admit to be one of the most astonishing of recent years, several "dummy" concerns have been used for the purpose of finding investors or clients. Two which are constantly cropping up to-day are Millar and Denning, of Oxford Street, London, and Smart and Company, of Ludgate Hill, London.

In the pay of their alleged "proprietors," who in turn were hirelings of this nest of super-rogues, the men ostensibly running these two concerns have specialised in sending dupes along to other firms set up temporarily—to be ruthlessly robbed in the way we have described.

Spurious firms in this great conspiracy, which have thus been especially established to further the work of these rogues, have been founded in places as far apart as Maidstone, Romford, Camberwell, Lincoln, Ashford, Ilford, Windsor, Lambeth, Stafford, Tooting, Canterbury, Sittingbourne, Epsom, Peckham, Dulwich, and New Cross.

One of the principals in the group, who, like so many of his adventurous colleagues, has passed in numerous names, is a notorious rogue named Pulford Ireland. During the past few years he has operated as an estate agent, an egg and poultry merchant, an agricultural specialist, and a company promoter. His victims are legion, and our investigations enable us disclose the fact that he has also been in fraudulent collaboration with some of the other rogues we have already named.

Not long ago he arrived in a Kentish town and, taking over a large mansion, commenced business as a dealer in pigs and poultry. He obtained livestock from all over the country, and from the proceeds of his extensive frauds lived in extravagant luxury while his creditors whistled for their money.

For months Ireland, who during this venture masqueraded in the alias of Edward Hardy, entertained guests with the best that money could buy. No one knew numerous unsatisfied judgments were registered against him, or that for a long time he had been living entirely by obtaining credit by fraud.

To enumerate all the dubious companies with which these rogues have latterly been connected would be a tiring task. Here are a few of them—which will at a glance show the amazing scope of their activities:

Farmers General Merchants Company, Limited;
Essex Creameries, Limited;
Meadow Farm Dairies (Lambeth), Ltd.;
Farmers' Direct Supplies, Limited;
Moss Lane Dairies, Limited;
Lorry Transport Company, Limited;
William Sanders and Co., Ltd.;
Lincoln and Suffolk Dairies, Ltd.;
Farmers Direct Milk Supply;
London and Suburban Dairies;
Arthur Harris and Co. (Borough), Ltd.;
T. Robinson, Sennit and Co.;
Hardy and Company;
R. T. Mansbridge, Ltd.;

and so on!

Names seem endless in this amazing story of fraud, but we must not conclude our disclosures without reference to an individual named Percival, otherwise Patrick O'Neill, who has already figured in these columns in connection with the disgraceful manner in which he robbed a woman to whom he promised marriage.

Victims' suicide

The scandal which surrounds the brazen activities of this impudent nest of super-rogues, many of whom are still at large, is all the greater since there have been at least two suicides due directly to their acts of roguery.

One was that of a man who not long ago was found dead at a London office, and another of a young man who—with every penny he had possessed irretrievably lost—took poison in order to end his misery of mind when he finally realised that all the flamboyant promises which had been made to him were completely false.

Certain members of this amazing gang, in connection with frauds perpetrated in the names of some of the spurious companies concerned, have already been brought to book. But many still, as we have intimated, remain at large—impudent and unpunished.

That is why we hope that the commendable work of the police will be carried on until every responsible member of the gang is rounded up.

From the facts we have been able to give here it is apparent that no stone should be left unturned in endeavouring to bring all its members to justice.

+ THIS ISSUE MAKES PUBLISHING HISTORY!

"The Passing Show's" Great Step Forward

This week sees a new move in weekly journalism! A gigantic step forward by "The Passing Show" to celebrate its amazing progress. This magnificent all-photogravure 48-page issue of "The Passing Show" out to-morrow—Friday, September 20th—is the beginning! In size, in production, in the popularity of its many features and the fame and prestige of its contributors it represents a value without parallel. If you were asked sixpence for a copy, you'd pay it and be pleased. But it's only twopence as usual. Look at the galaxy of good things in this superb issue. Then hasten to the nearest bookstall or newsagent and make sure of your copy by asking your newsagent to supply it to you.

¶ *first . . .*

a great scoop!

P. G. WODEHOUSE

with a wonderful
NEW NOVEL
"The Luck of the Bodkins"

It's exclusive. A best seller.
A masterpiece of mirth!

NEXT —

A True story but
stranger and
more thrilling than fiction.
The
first instalment
of the life-story of a
great
business genius
GORDON SELFRIDGE

FOOTBALL

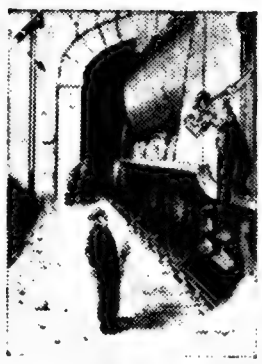
Why not?
It's the sport of millions
and here's the most
informative
"INSIDE" FOOTBALL STORY
ever written.
It's worth missing Saturday's
game to read this.

Joke drawings

FOUR WHOLE PAGES OF THEM
many in colour—
no chestnuts
but the latest from
Britain's best humorous artists
A. C. BARRETT—
BRUCE BAIRNSFATHER,
HAROLD BEARDS—
JACK GREENALL
etc., etc., etc., etc.

SEE

Why the engine driver wouldn't enter the tunnel?
And what happened to a man and the home-made plane?
You'll show these to your friends!



—BACK TO FICTION

There's a short, short, story
"The Swinging George"
WHAT A THRILLER!
Then a l-o-n-g one
Complete and captivating

And still another . . .
"WHITE MAN'S DOG"
about the mystic East.

MORE? L-o-t-s
"PRIVATE LIVES"
Our weekly tit-bit!

THEN A TRUE LIFE STORY
A girl—a footballer and a reporter
it really happened!

There's

£10-10-0

for you too
if you can send us
a true story.

We could go ON and ON!
but if we keep you you may miss this,
amazing twopennyworth

There's just one thing —

A BIG SURPRISE

it's all about

Lxxx and Rxxxxxx

And it's a

GIFT

from "The Passing Show"
to everyone of its Readers.

LOOK OUT for the CENTRE PAGES

and NOW be WARNED!

The demand for "The Passing Show" out to-morrow—Friday, September 20 will be

P-H-E-N-O-M-E-N-A-L

don't risk that
disappointing
"Sorry Sold Out"

ORDER YOUR COPY AT ONCE

Here is a miniature illustration of "The Passing Show." Look for this cover in colours at bookstalls and newsagents.

PASSING SHOW

ALL PHOTOGRAVURE
TWOPENCE

OUT TO-MORROW
(Friday, September 20)

Missing WAR HERO Scandal

ONE of the bitterest lessons of war learned in this country is that men who fight and are disabled and their dependents have no legal right whatsoever to pension compensation of any kind.

The least that the man who goes into ttle for his country should expect is t if he is maimed or otherwise in-pacitated he will be able to claim pro-ion for himself and his family as a ht. In Britain, this is not the case. e award of a pension is an act of ce, and remarkable reasons have en produced officially to show why in ny cases pensions and allowances uld not be paid or should cease to paid.

t has never, of course, been the inten-n of any Government or Minister of nsions since the Great War delibe-ely to withhold compassion from rsons morally entitled to receive it. ses of apparent callousness are ually traced in the end to officials o interpret regulations with inflex-e minds or who revel, whatever the d consequences may be, in making ters out of red tape.

What is perhaps by far the worst and ost serious case of injustice has hap-ned this week. It concerns Mr. thur Hann, age forty-two, of St. ne's Road, Tankerton, Kent, who til a month ago was an inmate of a natic asylum. He has disappeared.

Shell shock

Hann was one of the earliest volun-rs in the last war, and served from ginning to end in France and Bel-um with the London Regiment and her infantry units. A series of dread-l experiences at Ypres and on the mme broke him mentally, but Hann, en when suffering from the most ere shell shock, proved himself to the type of soldier with the highest rm of bravery.

He sought to conceal his illness of the ind and the injuries to his nerves, and sisted on going into action again and gain, although regimental doctors told m he was quite unfit, and were pre-ared to send him home for discharge.

After the war, an excellent civil career as open to Hann, and again he tried mask the condition of his mind and rvous system. The attempt was tile.

In a few months his employers saw at he was totally unsuited for busi-ss, because of his disability, and they d no choice but to dispense with his rvices. He became quickly worse, haved with uncontrollable violence d kept his wife and relatives in con-ant fear by terrible threats.

The Ministry of Pensions intervened, d he was removed to one of their spitals at Orpington, Kent, but he d to be transferred from there to a

Mr. Hann's health and career were destroyed in the service of his country, and now his wife is being made to suffer

mental institution, because of suicidal tendencies. An allowance of 25s. a week was paid to his wife while he was under treatment.

Mrs. Hann was able to persuade the authorities to allow her husband to return to his home, and for seven years she nursed him with unflagging devotion. But they were very poor, and she had to work to maintain him. The strain was so severe that her own health gave way, and since then she has had to undergo a series of operations, all due to her physical collapse.

Her husband did not improve. It is necessary to indicate his condition at that time to emphasise later events. He raved day and night, constantly dug graves, which he said were for himself and people he had marked down as victims, and when doctors visited the house he locked himself in barricaded rooms so that they could not approach him.

Ultimately, six years ago, the police and poor law officers were compelled to deal with him, and Mr. Hann, always threatening to commit suicide, had to be taken by force to the Kent County Mental Hospital, at Chartham, near Canterbury.

Growing worse

He was there until a month ago, and during that time the Ministry of Pensions made an award by which the hospital was paid 27s. per week for his treatment and maintenance, while 2s. 6d. was paid to him for pocket-money and £1 to his wife.

To his friends it seemed that his condition was ever growing worse while he was in hospital. Delusions with which he was afflicted were being exhibited more frequently, and they were always taking more terrible forms.

He became dishevelled and untidy in dress, and his behaviour was such that his wife was driven to end the practice of taking him out for walks when she visited the asylum.

Mrs. Hann, with the knowledge that her husband was a menace to himself and to others, was naturally alarmed when she learned lately in letters from her husband and in conversation with him that he was being allowed regularly to leave the asylum without escort and to move at will about the countryside. She protested to the authorities.

When she saw him last, four weeks ago, he threatened that if he was not given complete liberty he would force a way out. He then appeared to her to be completely demented.

Her fear was made greater because she had been receiving from him sinister letters in which he made hints about "a widow's pension" and about obtaining relief from a spell of witchcraft by which he believed he was bound.

A few days later, police officers called upon Mrs. Hann and informed her that her husband was missing. It is remarkable that he seems to have obtained eight hours' leave from the asylum to go alone into the town of Canterbury five miles away.

Nothing has been seen or heard of Mr. Hann. He had no money.

After two weeks Mrs. Hann received a bundle of her husband's clothing by post from the asylum. She went to the offices of the Board of Lunacy Control in London, and was told there that the receipt of the bundle was virtually an intimation to her that the search for her husband had been abandoned.

Abandoned

She was informed that after fourteen days' freedom Mr. Hann was legally free, whatever the state of his mind. Even if he were found alive, the authorities would not take him back into their charge unless certified again as insane.

The authorities, she also learned, would not accept any responsibility or make any effort to search for him after the fourteen days had passed, and that she must take whatever action was necessary to have him traced.

The poor woman, in the frailest health, has since spent weary days searching the woods and fields of Kent in vain.

She has now had to give up the effort to find her husband for want of means. She is practically destitute.

The Ministry of Pensions has stopped her allowance, and payment of benefit from the Navy, Army and Air Force Insurance Fund has also ceased.

The allowance, the authorities have told Mrs. Hann, cannot be restored until her husband is found alive and put back into asylum care, and the responsibility of finding him now falls wholly on her.

This injustice is too clear and cruel to need any emphasis. Mr. Hann had his health and his career destroyed in the service of his country. Whatever his fate has been, he was led to it by no fault of his wife.. Her punishment by the authorities is inhuman.

SPARE TIME BUNKUM

NEARLY all offers of profitable home-work are open to suspicion, particularly those emanating from A. A. G. Kindell and Co., of Chaddock Street, reston, Lancs, and other addresses, a m whose activities call for some com-ent.

Recently the following advertisement as appeared in several provincial ewspapers:—

Persons wanted for envelope address-ing at home; good pay.—Send ad-dressed envelope to Kindell, 44, Chapel Street, Blackpool.

* * *

Those who respond to this advertise-ent receive a reply on a letter heading n which the address at 319, King treet, Hammersmith, London, has been rossed out and that of Craddock treet, Preston, written in.

Other circulars in our dossier indicate that this firm changes its address with surprising frequency.

Kindell and Co. is modestly described as a firm of manufacturers, publishers and printers, whose "specialities" range from silk stockings to alarm clocks.

* * *

To impress applicants for spare-time work, it is stated that the firm has "prospective buyers all over the world"—a phrase which means nothing in particular.

Applicants are told that its spare-time work can be done at home by people of either sex, without previous experience.

There is also a promise that Kindell and Co. will pay fifteen shillings a thousand for all "literature addressed and dealt with, and guarantee complete satisfaction in all our dealings with you."

In view of the alleged world-wide ramifications of this firm of wholesalers, printers and publishers, it is surely surprising that this work of addressing circulars, etc., is not done by the clerical staff of Kindell and Co.

It must strike most people as absurd that any established firm should go to the bother of employing casual labour in this way and farm out its work all over the country.

But the snag in this offer of spare-time work is that applicants are asked to send a deposit of 1s. 9d. as a "sign of good faith." Surely the gesture of good faith should come from Kindell and Co.

* * *

We have no hesitation in warning our readers to avoid such home-work offers.

Kindell and Co. has been operating from various addresses in London for several years, always attempting to obtain small sums from poor people who can ill afford to pay 1s. 9d. for a lesson in what to avoid.

Zenith Airways, Limited

FURTHER disclosures have come to our notice following our recent article "An Audacious Flying Ramp," which dealt with the activities of Donald Heaysman, recently a director of Zenith Airways, Ltd.

We now learn that Mr. S. G. Lewer and Mr. J. L. Braddock, who are the present directors of the company, and against whose *bona-fides* there can be no criticism, were unaware of other and recent activities of Donald Heaysman, who was using the name of Zenith Airways, Ltd., entirely without authority.

Our sympathies are with these two business men, for before they joined the Board they were of course unaware of Heaysman's unfortunate financial adventures, which have extended over a period of years.

Donald Heaysman is now no longer a director of Zenith Airways, Ltd.

It is gratifying to know that details of his past record have now become known to the present directors of Zenith Airways, Ltd., who will certainly lose nothing by this man's disappearance from the Board.

Whatever the pleasure
PLAYER'S
complete it

Churning along through placid lake and stream . . . the water glitters like a thousand candles . . . look at the view over there . . . isn't it fine? . . . as satisfying, in fact, as one of these Player's!

PLAIN OR CORK-TIPPED
10 FOR 6d
20 FOR 11½d

ASHORE OR AFLOAT — BE SURE AND SAY — *Player's Please*

N.C.C.300.A.

A Siren's Snare for WOMEN

Mrs. Moreland-Smythe held classes in anatomy, but her tuition was a farce

Weekly Informations from Sir Wyndham Childs

IN the early part of this year, I issued a warning to the public concerning a pretentious medical treatment centre which went by the name of the London Health Institute, with headquarters in Southampton Row, London.

My criticism of the institute was on the ground that the proprietor—a "Mrs. Gwen Wynne Betty Lyne"—had no scientific or medical qualifications whatever, and yet was setting out to give specialised electrical treatments which in unskilled hands might be dangerous to patients.

There were also other features of the London Health Institute which seemed open to objection, and, privately, I was convinced that the venture was highly undesirable.

Subsequent events and new facts brought to my knowledge about "Mrs. Lyne" show that my action in warning the public against her was more than justified.

Shortly before she became "Mrs. Gwen Wynne Betty Lyne" she was passing under the name of Mrs. G. Moreland-Smythe and was employed by a reputable firm in the West End of London as a corset demonstrator and sales organiser. She obtained that appointment through an advertisement, and declared as an evidence of capability that she had been for a number of years on the staff of a well-known corset factory in the provinces.

The idea then came to Mrs. Moreland-Smythe—as I will call her during this phase of her career—to start a kind of school in which educated women were to be trained in the art and practice of corseting, and afterwards to be set up as saleswomen in depôts to be established in various parts of London.

£100 unpaid

Newspaper advertisements were inserted inviting pupils, and at one time she had fifteen women under her for instruction.

Her scale of fees varied. For her full course of selected tuition she would ask £50, but if there was difficulty in extracting so much Mrs. Moreland-Smythe would take less.

Two cases have been brought to my notice in which she obtained substantial sums from unfortunate pupils. In one instance, a middle-aged woman living in Camden Town handed £25—the whole of her small savings—to Mrs. Moreland-Smythe under a definite contract for training and subsequent employment.

Actually the tuition which Mrs. Moreland-Smythe gave to her pupils was a farce. Finally, when uncomfortable questions were put to Mrs. Moreland-Smythe by some of her pupils as to her financial ability to open up the London corset depôts she had promised, the woman disappeared.

Before she left, however, she had ordered £100 worth of goods from a corset firm and omitted to pay the bill.

When she next blossomed forth it was as "Mrs. Lyne," owner, chief practitioner at the London Health Institute of Southampton Row.

Identification of "Mrs. Lyne," the electrical treatment "specialist," as Mrs. G. Moreland-Smythe, the corset expert, was secured in a dramatic way.

One of the former pupils happened to go to the London Health Institute, and as a prospective patient was shown into the consulting-room of "Mrs. Lyne." At once the recognition was mutual, and the pupil was promptly told to "get out."

Later, on behalf of this pupil, a solicitor obtained a summons against "Mrs. Moreland-Smythe, otherwise Mrs. Lyne," claiming the return of money paid in fees in her former undertaking, but Mrs. Lyne skilfully evaded service of the court document.

In connection with the London Health Institute, "Mrs. Lyne" obtained large sums of money from individuals, who understood they were to be taken into partnership in the concern. One investment was for £400, and another for a somewhat smaller amount.

Really amazing stories have been told by the woman in her efforts to secure support for her bogus Health Institute. She declared that she had received a letter from a member of the Royal Family wishing her every success in her "good work" to bring up-to-date electrical treatment within reach of people of moderate means.

Another romance: that she was engaged privately as the masseuse for a judge of the King's Bench at a fee of £5 for morning attendances. Still more fantastic was the statement that, by arrangement with Lord Trenchard, the Chief Commissioner of Police, she was to treat detective officers for foot troubles in her clinic.

While she was at the Health Institute she was also engaged in a scheme for opening a shop in Maddox Street as the depôt for the supply of flowers by contract to West End hotels. To further this, she gathered in investments amounting to about £700.

Other projects which she tried to foster were the opening of a luxury nursing home in Portland Place; a diet curative centre at Gerrard's Cross, Bucks, and a proposal to utilise the juice of mushrooms as a beauty and health specific.

Disappearance

In the midst of this ever-growing "snowball" of enterprise, the hand of authority descended on "Mrs. Lyne." Enquiries by officials of the London County Council proved that she had been carrying on at the premises in Southampton Row the practice of massage without a licence.

For this proceedings were taken against her at the Clerkenwell Police Court. In answer to the charge she pleaded guilty, was bound over by the magistrate, but ordered to pay £5 towards the costs of the prosecution.

Immediately afterwards "Mrs. Lyne" made another sudden disappearance and since then no trace of her can be discovered. The London Health Institute has collapsed, and the money invested in it has been lost.

She is being sought by victims at the present time in respect of three separate cases of alleged fraud arising out of the London Health Institute. The debts the woman has left behind run to a pretty figure.

Deported

My information indicates that this woman is no stranger to the inside of a prison.

My records enable me to say that she has come under the notice of the police on several occasions, and has been to jail for fraud.

Moreover, she has been in trouble in Canada and was deported from the Dominion.

Without doubt this woman is a dangerous and successful business confidence trickster.

She has education, good manners and the facility of imposing her personality on others. She paints a wonderful background in all her financial adventures for her imagination is her great asset.

On occasions she passes as a doctor of medicine. She also claims—quite falsely—to be connected with a wealthy family in Oxford and to have an elderly trustee living at Abingdon, who administers her estate.

Her real name is believed to be plain Ellen Smith.

Because this woman may renew her operations at any time and in any place, I give this account of her escapades as a further warning to the public.

Homely Wisdom by Canon R. J. Campbell, D.D.

Choosing Death

RECENTLY I have been having some conversation with a very able man who occupies an official position in the Near East. We fell to discussing the reasons why people commit suicide. There had just been a painful and inexplicable case of it in our neighbourhood, and I remarked that a man must be desperately unhappy before he could bring himself to take such a dreadful way out of his troubles.

"You are quite wrong," said my friend. "There are people who will put an end to their lives without being unhappy at all; I know this for a positive fact."

He then went on to give me instances in illustration. He knew of one man in an eastern country who confessed to a murder done by somebody else and was duly executed. The real criminal was a rich man. A bargain was struck whereby the rich murderer settled a good sum of money on the wife and children of the totally innocent person who volunteered to take his place in the dock.

Some amount of haggling went on until a satisfactory sum had been agreed upon and handed over, and then the substitute cheerfully gave himself up to the police, pretended to be the man they wanted, and was tried and hanged.

The police, of course, were not privy to the conspiracy; they and the judge were hoodwinked; they may have suspected the truth but they could not prove it; they had to accept the bogus confession and let the real murderer off.

My informant assured me that neither the man who thus went to the gallows nor his family was greatly overcome at the thought of his sacrifice. They made no particular fuss about it; they held it to be meritorious, but not more so than going into battle or making a long pilgrimage to a sacred shrine. They did not regard earthly life as very important.

My friend also stated that in the East it was quite common to find persons who could die at will. Sometimes they would do it for spite. If a man had a grudge against another, he would go and sit down and die on his enemy's doorstep. During the war there were Orientals who deliberately died because their commanding officer refused to allow them to go home on leave.

These things may sound incredible, but they are perfectly true, and it may be that they throw light on the mental state of some of our fellow-countrymen who destroy themselves without any apparent reason for it. They may not even be depressed; they merely take an easy way out of their difficulties. It is often stigmatised as the coward's way, and so it is if a man is selfishly conscious of what he is doing when he takes his own life and leaves behind him a burden for other people to bear.

Occasionally, however, it looks as though the opposite is the reason: death is chosen because a poor and infirm member of a family or an incurable invalid wants to relieve his dear ones of the burden of maintaining him. It is an error, but not a despicable one.

The moral of the foregoing is just this: Life is a trust from God and not to be flung away before our time comes, however difficult the future may seem. The best kind of character is not that which evades difficulties but that which bravely and patiently faces them.

There are times when it is nobler to endure than to overcome; and patience in adversity is sublimer than most other forms of courage.

INSECT v. MA

Epic Battle to Sa the Human Race

THIS week, while a conference of peace is sitting at Geneva, a conference of war is in session in London.

The one is a council of statesmen seeking means of curbing the aspirations of a human dictator; to safeguard the existence of a small nation; to stop a war between man and man.

The other is a council of scientists whose names are unknown to the man in the street. But they are fighting world domination of another sort. Their aims are the protection not of one small race, but all humankind against a threatening and powerful enemy; they are pledged to relentless war not between man and man, but between man and insect.

Hence the Fourth Imperial Entomological Conference which is now sitting in South Kensington.

Government scientists from all over the world have been summoned to attend the gathering. Some have come from lonely stations in the heart of the great Indian forests, some from cotton fields in Egypt and tea plantations in Ceylon; others come from medical posts in remote parts of Africa and the islands of Australasia, where disease-carrying insects are studied, and others again from insect-breeding centres like the huge tropical swamps of South America and the Straits Settlements.

Constant war

These "field workers" have been called in from the very outposts, from places where men have to fight a perpetual and often losing battle against the insect for existence. They will meet and table their information along with other workers whose area of operations is limited to a Sussex pasture, a Yorkshire cornfield or a peaceful Kentish orchard.

Between them all is a common knowledge.

They are all "bug hunters," an occupation associated in most people's minds with "gassing" beetles and butterflies and pinning them on cards—a mild pastime affected by earnest schoolboys, or by bespectacled, absent-minded gentlemen who, armed with fly-net and specimen case, have provided good material for generations of comic papers.

Bad news

But there is a grim practicality about this conference of "bug hunters," whose particular knowledge has made them "key men" in the world's economy, as essential perhaps to man's progress as the doctor and the engineer. And there is likely to be a specially sober air about the conference proceedings, because nearly all the delegates bring bad news.

In many places on the earth the insects are beating man. Locusts cost South Africa nearly £2,000,000 last year. Canada lost nearly £20,000,000 through the ravages of the corn-borer and other insect pests, some of them new to the Dominion. In India the annual damage done by forest, crop and fruit pests is authoritatively estimated at over £100,000,000.

The U.S.A. recently published some official figures obtained in the course of a detailed survey of damage done by insects among stored produce and growing crops in that country. The annual loss, stated to have been assessed on a conservative basis, was put at nearly £200,000,000!

Among those insects which prey on man, the tsetse fly and the mosquito between them caused about 1,500,000 deaths last year within the British Empire and a direct financial loss of £60,000,000. Altogether, "bugs" cost the Empire roughly £300,000,000 annually in damage and loss of life. Out of that vast sum only the tiniest proportion is spent on preventive measures.

Pharaoh did it

Against some even of the better-known pests man has claimed hardly any advance at all. They call the present meeting at Kensington the *Fourth* Imperial Conference. Actually, they should call it the *Fifth*.

The first was called over 3,400 years ago by Pharaoh, when the plague of locusts descended on the land of Egypt. And as ironic commentary on man's progress over the pest since that time there came the news, just as the new conference was assembling, of locust plagues from four different parts of the earth's surface.

They are reported to be knee-deep across the fields in Northern Africa and to have devastated thousands of square miles of crops in Asia Minor.

On the Agenda of the Conference there is a paper set down for the second day. It is by Mr. B. P. Uvarov, one of the leading experts on this plague, and is tersely entitled: "Locusts and Grasshoppers." Back to Pharaoh with a vengeance!

Huge cost

The trouble is that mankind as a whole is only just beginning to take insects seriously. Thirty-five years ago there was no such thing as an official entomologist in the whole British Empire. The terrible importance of insect study as an "applied" science had not been realised. And so backward are we to-day that there is a staff of only about 300, including the headquarters scientists at home and the "field workers" and the special experts scattered about the entire British Possessions.

On that handful of men devolves the duty of guarding the British Empire against a more formidable foe than any human enemy. Look at the figures quoted above—of the annual cost of insect damage in the Empire—and you will see that on those 300 men is laid the job of saving £1,000,000 each per year.

That is putting their task at its cash value to the nation. But even so it gives little idea of the stupendous nature of the problem they are up against.

For instance, there have now been classified more than 8,000,000 different species of insects, and with comparatively few exceptions they are all harmful. Every year about 15,000 new species are encountered among those caught by official and amateur workers. Like prisoners in a human war sent back to General Headquarters from the front line "for questioning," these newly caught insects are also sent to G.H.Q.—in this case the Imperial Institute of Entomology in London—where they are examined and identified.

And then, besides this colossal number of *families* of insects, think of the number of *individuals*, each of them an enemy to be fought.

A director of the Imperial Institute recently estimated that the known insects represented over 60 per cent. of all the living creatures of the world. An ant makes a poor show in size against an elephant, or a green-fly against a man, but it has been calculated that the total weight of insects of Africa is far more than all the animals—elephants and men included.

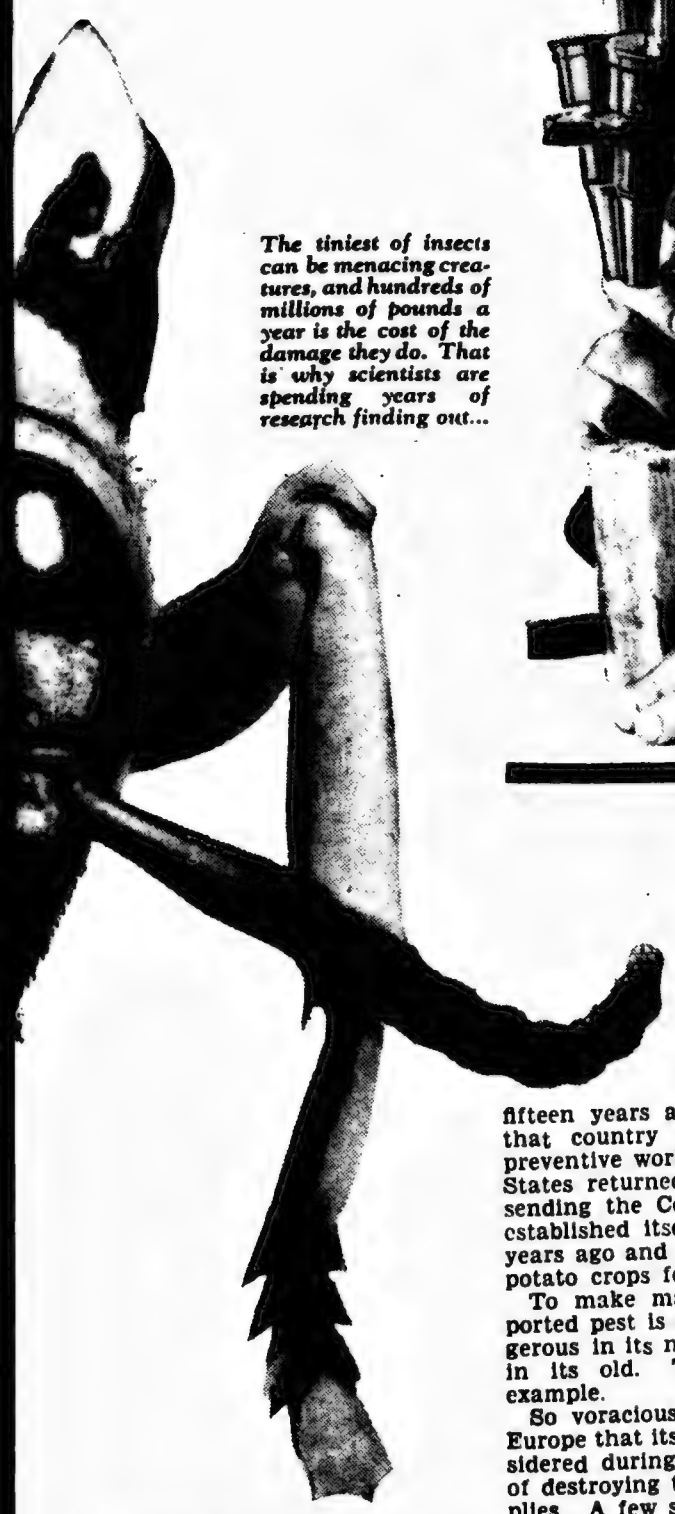
The tremendous reproductive powers of insects also swells the odds against man in the battle—a thousand spring up where one is struck down. Also, their astonishing adaptability. There are insects which have actually adjusted themselves to live in oil, others which can live in pepper.

Finally, man's own efforts and, in some cases, his stupidity and lack of foresight, are helping insects to multiply and extend their ravages.

For instance, the huge recent increase in Britain of noxious insects like mosquitoes and certain types of crop-eating beetle and caterpillar, has been ascribed in part to the wholesale destruction of trees which went on during the war. When we cut down the trees to make army huts and duck-boards for trenches

N

guard



The tiniest of insects can be menacing creatures, and hundreds of millions of pounds a year is the cost of the damage they do. That is why scientists are spending years of research finding out...

...what insects they can breed to eat or otherwise kill the destructive pests. Some of this work (above) is done at Farnham Royal, near Windsor

we destroyed the homes of millions of insect-eating birds and they come no more, or only in lesser numbers, to this country.

Another factor—almost inevitable this time—which helps the spread of pests is the growth of speedy transport.

Every country, at various periods, has been forced to cope with crop ravages caused by alien insects. In most cases these destructive insects have come into the country in ships and cargo from foreign ports.

An example is the European corn-borer, introduced into America fifteen years ago, which now costs that country £150,000 a year in preventive work alone. The United States returned the compliment by sending the Colorado beetle, which established itself in France a few years ago and ruined that country's potato crops for years.

To make matters worse, an imported pest is sometimes more dangerous in its new home than it was in its old. The Colorado is an example.

So voracious and prolific is it in Europe that its use was actually considered during the war as a means of destroying the enemy's food supplies. A few sackfuls dropped from an aeroplane would destroy an entire country's food crops in a few weeks.

Town threatened

It is held in such fear that some time ago an ingenious gang of German blackmailers had the idea of holding a whole town to ransom by loosing the beetle on the countryside. The threat was taken so seriously that the police headquarters in Berlin took up the matter personally; the Gestapo, Germany's secret police, was drafted to the town to try to trace the blackmailers, and troops were called out and stationed at every farm within a large radius.

The cargo-carrying aeroplane has now entered the transport field and is helping to give the "bug-hunters" fresh headaches. They have now to provide against the possibility of disease-bearing insects being conveyed by air from one country or continent to another.

Scientists have already begun to consider the danger of yellow fever being introduced to Asia, by means of the aeroplane. "Yellow Jack" has always been limited to the South American continent and is unknown in the Eastern Hemisphere. But the opening of a trans-Pacific air route brings it within the reckoning, as a possibility. An aeroplane could convey a "yellow fever" mosquito to the East in a period well within the life cycle of the insect and its infective state.

The consequences of such a happening among the teeming millions of Asia are dreadfully obvious. It is fortunate that the danger has been foreseen and will no doubt be provided against, but it will be thanks to the entomologists that this is so.

The other ally of the insect in its war with man is the short-sighted economy of Governments. The fighting forces against the insect hordes are undermanned and underpaid.

Economic entomologists, as the modern "bug hunters" call themselves, have little status and are pathetically few in number. Their fighting funds are poverty-stricken.

The Government will pour out money like water to destroy a pest *after* it has settled on a territory, but they grudge funds for scientific research which will enable the workers to exterminate pests before they arise.

The total amount voted by the Government for insect control throughout the British Empire is less than £200,000 a year and it still thinks it can do the whole job with 300 men.

But grossly handicapped though they are in numbers and funds, British entomologists have built up a wonderful organisation and have made some great advances. They have, for instance, given to the world the most potent weapon yet devised to beat the insect in its struggle with man for possession of the earth.

The name for that weapon is "biological control" and its basis may be summarised in that famous old doggerel rhyme:

Big fleas have little fleas upon their backs to bite 'em,
And little fleas have lesser fleas, and so—ad infinitum.

Long ago Empire entomologists discovered the uselessness of insecticides for effectually combating certain kinds of pests. But they knew also that almost every kind of insect has a natural enemy or parasite. So they set to work to exploit this fact.

First of all, at headquarters at the Imperial Institute in South Kensington a card index was compiled giving the name, habits, description and habitat of most noxious pests.

'Rogues' gallery'

Included in the card was the name, where known, of the insect's parasite. If it was not known research work proceeded to find out. That card index is, in effect, a complete "rogues' gallery" of the insect world.

Next, a big breeding farm and laboratory were established at Farnham Royal, near Windsor, where scientists spend their time mating, growing and cherishing millions of the parasites of the commoner injurious insects.

"Biological control" works this way: When a farmer, say, in British Columbia finds his crops attacked by a pest he sends a full description or a sample to the Institute, who identifies it and then puts Farnham Royal on to the job of procuring a parasite which can be bred in sufficient numbers and packed off to the farmer to clear his land.

Sometimes the laboratory has no stocks on hand of a particular parasite for a certain case. Then it will scour the world until it finds it.

Just now, for instance, it is fighting a Jamaica banana pest called the weevil borer, with a carnivorous beetle brought from Java and an earwig imported from Queensland, in Australia.

Not long ago a cure was found for an insect plague which was ruining Fiji farmers, in another insect which lives only in Malaya. To keep these parasites fit and well to stand the journey the Institute's workers dug up a whole grove of the Malayan trees on which they fed and transported the entire collection, thousands of miles to Fiji on a cruiser. They "bumped off" the pest within a year.

Queer contrasts

All jobs come alike to these official "bug hunters." A plague of "leather-jackets"—the grub of our old friend "daddy long-legs"—has been destroying golf courses, tennis courts, and famous cricket pitches like Lord's this summer.

So the entomologists have obliged by supplying quantities of the larvæ of the tiny chalcid wasp, which makes short work of "daddy long-legs."

There are many strange and dramatic contrasts in their daily tasks. A few weeks ago they were consulted because residents at Chislehurst, in Kent, were having their sleep ruined by a plague of crickets. At the same time an S O S came from a lonely district in the heart of West Africa, where men were being terrified by a plague of strange insects which were killing their cattle and poisoning humans. . . .

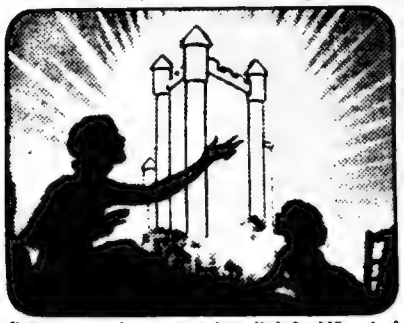
This week they are meeting in London to talk things over. The "front line" men are talking with the "staff," they are comparing notes and gathering new information to further their combined strategy against mankind's worst enemy.

Gibbs is best for grown-ups too

Mother ran out of her usual tooth paste. "I will just use some of Ann's new box of Gibbs" she said. "How fresh it smells."

While she slept Gibbs Fairies polished her Ivory Castles and made them cleaner, brighter than ever before—*and* safer.

Which was lucky, for Giant Decay and his Imps had decided to attack. But the Gibbs Fairies quickly put the horrid things to rout.



"Why, how happy and well I feel!" cried Ann's mother next morning. "And how nice my teeth look! I shall always use Gibbs Dentifrice in future."

Clean teeth make you feel *alive!* That's one of the glories of using Gibbs Dentifrice: your teeth cleaned safely, made sparkling white. Decay germs killed; your mouth refreshed and purified. The favourite of grown-ups and children alike—of dentists, too. Change to Gibbs today.

You teeth are Ivory Castles defend them with

Gibbs DENTIFRICE

NOW IN TWO FORMS.

SOLID CAKES In Tins 7½d, 1/-, 1/6. Refills 11d.

TOOTH PASTE In Tubes • • • 6d & 1/-

GD 1058

JOHN BULL READERS' STORIES

Sixpence was waving his arms about ferociously . . . Sarie uttered a cry of alarm

Sixpence Changed My Life

EVERYTHING, they say, comes to him who waits, but if you happen to be a young solicitor with a shining brass plate on the door of a new office you may have to wait a long time for your first client. I was only just qualified when I put up my own plate in a small town of Northern Transvaal and the waiting seemed interminable.

The only reason I decided on "Kleinspan" was that a relative had left me a house there. It wasn't much of a place, but I had no money to buy a practice and precious little to live on while I waited for one to grow. So I settled down and read law for weeks on end, always listening for that knock at the door which would herald my first client.

Finances were running very low when I found "my lucky Sixpence." And I didn't know my luck at the time.

The fateful knock at the door came one Monday morning when I was brewing tea in my own office, because reading law all by oneself is thirsty work. It was a hesitant sort of knock followed by an odd shuffling noise. I pushed the tea things into a filing cabinet and hurried to admit my visitor.

He was lying on the mat outside, a huge, gaunt young Zulu, who had collapsed from sheer weakness. I have never seen a man who looked nearer starvation. His chocolate-coloured skin seemed stretched upon his bones.

I bent above him and suddenly he looked up at me, his lips parting to reveal teeth of dazzling white. His grotesque and yet pathetic smile reminded me of Grock.

"Sixpence, baas, me—hungry!" he said. Then his eyes closed.

It seemed to me that he was dying, and in my own disappointment I was annoyed that he should choose my doorstep to die on. But that queer clown's smile of his, with its humbly desperate appeal, was not to be resisted. I carried him into my office and made him sip my cup of warm tea. It seemed to revive him a little, and I telephoned to a store for some food and blankets.

He ate the food ravenously when it came and curled up in the blankets to sleep. He didn't strike me as being a criminal, and so, grumbling to myself at my own softness, I delayed 'phoning to the police or the hospital.

By lunch time my young Zulu had recovered in the most extraordinary way. He spoke very little English, but he made me understand that he had run away from some "baas" in a distant town who had given him a cruel beating. There was no doubt about that, for the weals upon his starved body were deep and thick.

"Sixpence not lazy, baas," he said, with that disarming grin. "Want work!"

✣✣✣✣✣✣✣✣

I WAS young, unmarried and impetuous. There was no servant in my house and I was so furious with this young Zulu's former employer that I felt I must do something to show Sixpence that all white men were not alike. So I told him that, for the time being at least, he could come and work for me as cook houseboy.

His delight was childish, and I couldn't explain that, if business did not improve very soon, I shouldn't be able to keep myself, let alone a houseboy.

Out there they frequently call the native "boys" by the names of the days or of the months—"January," "Friday," "November 5th," and so on. My new servant blandly gave me a choice of half a dozen names, but I stuck to "Sixpence," which seemed to be his own choice.

And that evening he followed me home clad in a pair of trousers and a blanket, with clumsy new boots on his feet and his tufted scalp glistening in the rain.

Sixpence could do plain cooking very well. We lived on hash and steak and potatoes at first, but he was eager to learn and gradually the menu got more varied.

I hadn't even a spare bed, but a mattress and blankets in the kitchen delighted him, and the bedding was always rolled up and put away with the dawn. He kept the whole place spotless, and he was like a dog in his anxiety to anticipate my slightest wish.

With plenty of food to eat Sixpence filled out fast and splendidly. He developed into a magnificent young fellow and his white teeth were continually displayed in the happiest of grins. I got a lot of amusement and even companionship out of him, and he picked up English in the most laughable way.

I was almost at the end of my resources and, economising every penny, I got him to bring my lunch to the office, instead of going out to a café as I used to do.

That was also a stroke of luck. One day Sixpence dropped my lunch in the street and sprang at the head of a runaway horse. I didn't see the rescue, but the grateful owner of the buggy called to tell me about it.

He happened to be one of the most important business men in the town, and he told me that my boy had probably saved his life and certainly saved him from a bad smash. He gave Sixpence a handsome present and he gave me my first case. I handled it successfully and he put all his legal business in my hands.

After that I never looked back. Other clients were recommended to consult me, and at last I built up a very fair practice. Sixpence grew prosperous with me and remained as devoted as ever. Nothing would have induced me to part with him.

✣✣✣✣✣✣✣✣

ONE incident stands out in my memory during that busy period.

I had taken papers home with me one Wednesday evening, and that, according to local custom, was Sixpence's night off. He returned earlier than usual and I was still reading in my study.

I heard the tap in the kitchen running and keep on running. Finally, I went out and there was Sixpence bathing a badly battered face under the running water.

He turned when he heard my step, and grinned apologetically, though there was an ugly gash on his cheek that must have been hurting like blazes. I gave him first-aid and a first-

(*Continued on page 26*)

WHAT'S WRONG in this picture?

In this picture—a picture of the goodness of Nestlé's Chocolate, the artist has made a number of mistakes. How many can you find?

Over £700 in cash prizes!

£250 FIRST PRIZE

£50 SECOND PRIZE	£20 THIRD PRIZE
and 400 PRIZES OF £1	

Nestlé's chocolate is choc-full of goodness, luscious plenty from orchard and farm, purest milk and rich cream, fresh fruits and sweet nuts — a lavish abundance of all the best that nature gives!

In Nestlé's Milk Chocolate you can taste the taste of goodness! The goodness of pure new farm milk with all its fresh thick cream, the goodness of healthy natural sugar, blended with the pick of the cocoa-crops to a smooth and satiny delight! No wonder it's so good—no wonder it's so good for you!

HOW TO WIN

The artist has made mistakes in the picture above. How many can you find? Look at the picture carefully, noting down on a piece of paper all the suspicious details. Check your list carefully wherever you can. Compare the packets — get them from your confectioner and use the wrappers to enter the contest! When you think you have found all the errors, count them and put the number at the top right-hand corner of your list. Read your list once more to be sure you have described each mistake clearly. Then send it in with wrappers to make up a total of ¼ lb. of one or more of the three varieties of Nestlé's chocolate illustrated.

Read these simple rules

1. On a sheet of paper bearing your name and address, write first of all the *number* of errors you claim to have found, in figures at the top right-hand corner of the sheet. Then describe the errors one by one. Enclose with this paper wrappers to make up a total of ¼ lb. of one or more of the three Nestlé's varieties illustrated.
2. The judges appointed by the makers of NESTLE'S Chocolate will award the first prize to the competitor correctly naming the highest total of errors, a complete list of which is in the Company's private safe. The second and subsequent prizes will be awarded by the judges to the competitors naming correctly the next highest total of errors, in numerical order. In the event of a tie between two or more competitors either for first place or for subsequent places, the judges will award the prizes to the competitors who give the clearest and most accurate descriptions of the errors. All the prizes must be won, and in their entirety.
3. The decision of the judges appointed by the makers of NESTLE'S Chocolate is final and legally binding on all matters relating to this competition, and acceptance of this is a condition of entry. No correspondence can be entered into concerning the competition. Employees of Nestlé's or associated companies and members of their families are not eligible.
4. When you have written down first the number of errors you have found, and secondly, the description of the errors, send your entry, accompanied by wrappers, to make up a total of ¼ lb. of one or more of the varieties of Nestlé's chocolate illustrated to "PICTURE" COMPETITION, Dept. J.B., Silverthorne Road, Battersea, S.W.8, not later than September 28th. This competition applies only in Gt. Britain and N. Ireland.

This competition closes on SEPT. 28th

NESTLÉ'S chocolate

—choc-full of goodness!

SIXPENCE CHANGED MY LIFE—*Continued from page 24*

MAKE BLOND HAIR —even in DARK or BROWN shades—

GLEAM with GOLD

in one shampoo

WITHOUT BLEACHING

GIRLS, when your blond hair darkens to an indefinite brownish shade it dulls your whole personality. But you can now bring back the fascinating glints that are hidden in your hair and that give you personality, radiance—beauty. Sta·blond brings back to the dullest and most faded blond hair the golden beauty of childhood, and keeps light blond hair from darkening. Brownish shades of hair become alluring without bleaching or dyeing, camomile or henna rinsing. Try this wonderful shampoo treatment to-day and see how different it is from anything you have ever tried before. It is the largest selling shampoo in the world. If you are dissatisfied just ask for your money back.

STĀ·BLOND

THE BLOND HAIR SHAMPOO

EVEN BETTER THAN COD LIVER OIL

New Tasteless Tablets are Greatest of all Strength and Flesh-builders for Weak, Run-down People

No longer need mothers force fishy-tasting Cod Liver Oil down children's throats! No longer need men and women who are skinny and weak stay that way because they hate the thing which could put them right.

At last doctors have found a way to concentrate, health-giving, flesh-producing Vitamins in tasteless sugar-coated tablets as simple and easy to take as sweets.

Get a bottle of Clotabs—as these tablets are called—at any chemists to-day, and if they don't put on at least 3lbs. of firm, healthy flesh in a month, get your money back.

Clotabs are made from the wonderful Halibut Liver Oil and here are just one or two of the wonders they have worked. One little girl who was very weak after Diphtheria and unable to go to school improved the very first week and put on 4 lbs. in three weeks. A little boy who was run down and underweight gained 21 lbs. of sturdy flesh. A lady at Wembley who was "always tired" gained new energy and strength. A man who was thoroughly run-down after teeth trouble found immediate improvement and gained at least 3 lbs.

Get a bottle to-day. From any chemist, 1/3 and 3/-.

Milk Puddings *made with* NESTLÉ'S MILK *are richer and better*

COPYRIGHT

The 'Boy' Disappears

rate reprimand for fighting. I told him I wasn't going to have that sort of thing and that I should sack him if it happened again—not that I would really have done so, of course.

"Sixpence sorry, baas," he pleaded. "No fighting any more. Strike me pink!"

I collapsed with laughter. Not until the police 'phoned me next day could I discover anything about the cause of the fight. Some other "boy," it appeared, had passed a slighting remark about me.

Sixpence immediately proceeded to knock the stuffing out of this maligner of his "baas," and did so effectively in spite of the other man's knife. I might have had to pay a fine, but the knife wound in Sixpence's cheek satisfied the employer of the other "boy" that it would be better not to bring the case into court.

NO man could help being touched by such devotion. A single incident of this kind conveys little idea of this Zulu "boy's" faithful and almost worshipping care of me. It never failed.

Once, for instance, there was an epidemic of measles in the town, and I went down with a very bad attack. Sixpence could neither read nor write, but he insisted upon nursing me, and the doctor, shrugging his shoulders doubtfully, gave him minute instructions and let him have his way.

He prepared all my food, and to hear him ordering supplies from the shops over the telephone was a joy in itself. He gave me my medicine with clockwork regularity.

And each night he slept at the foot of my bed as lightly as a dog sleeps. I had but to stir into wakefulness and he was at my side. His smile was a tonic and, however irritable I was, Sixpence was always eager and happy to be of service.

Measles is usually thought of as a childish complaint, but I nearly died of it, and I honestly believe it was my "boy's" nursing that pulled me through. When I became convalescent, the doctor suggested that drives in the country would do me good, and thus I became the owner of a horse and trap.

You should have seen Sixpence then! He was almost bursting with pride, and his outfit, which we contrived between us, is still a vivid picture in my memory. A pair of battered goggles all but covered his shining black face.

Odd leggings, of different shades and sizes too big for him, finished off a pair of riding breeches so baggy that his belt seemed useless.

And, to crown this nether foundation, he sported a very old university blazer which I had discarded long before. But he could crack his whip like a circus master and handle a horse by perfect instinct.

Thus adorned, it was Sixpence who drove me for the first time to a distant farm owned by a wealthy Boer—a grand old fellow of pure Dutch stock who had written to consult me professionally over the purchase of some adjacent property.

I was received with the utmost hospitality, and, during that visit, I met Sarie, my host's only daughter, and lost my heart to her with the first vision of her blue eyes and her corn-coloured hair.

But this is not a story of the romance which I have lived, but could never write.

It is enough to say that after coffee Sarie offered to show me the orchard, and that while we were strolling in it she saw her little brother, a child of eight, playing with my big Zulu "boy."

I knew they were only playing, but Sixpence was waving his arms ferociously, probably trying to tell some story to the boy, and Sarie uttered a cry of alarm and ran at top speed to tear her brother away from this strange and formidable native.

SHE must have spoken to him furiously in his own language, for when I came up to them her face was stormy and she held the child in her arms.

She made so charming a picture that I clean forgot about Sixpence. That is to say, I told Sarie he was my "boy," and certainly meant no harm, but I said nothing to Sixpence himself.

He inspanned the horse in silence and dejectedly drove me home. But I still did not pay much attention to him or to the mournful note in his voice when he said, "Good night, baas."

Naturally it took me a long time to dispose of my new client's business, and I found it necessary to make many visits to the farm meanwhile.

I suppose Sarie had told her little brother that he must never play with strange natives. At all events, the child shrank from Sixpence when he next saw him and Sarie, who didn't then know all that my Zulu "boy" meant to me, took no notice of him. Nor, I am afraid, did I.

SIXPENCE drove me home from the farm the evening after Sarie had promised to marry me. I never gave him a thought until I got out of the trap and then something intensely wistful and melancholy in his manner arrested my attention. After he had stabled the horse I went to find him in the kitchen and told him my glorious news.

I could see that he was utterly dejected by it and I was half sorry for him, half angry. I thought he was suffering from a kind of child-like jealousy and no more than that.

Next morning he had disappeared!

The clothes that I had bought him were all neatly folded in the kitchen. There was nothing missing from the house but his own little bundle—the rags he had been wearing when I found him on my doorstep.

It came to me as a sudden revelation that he had gone away heartbroken because he thought his "baas's" future wife did not like him and that he might be an embarrassment to me on that account.

The first thing I did was to circulate his description and then I drove over to see Sarie and tell her, for the first time, the whole story of Sixpence. There were tears in her eyes before I had finished.

"You must find him," she said. "If you don't I shall never forgive myself."

Two weeks later word came to me from the police in a town many, many miles to the north that a Zulu, destitute and nearly starving, had been detained there and refused to give any account of himself.

He was in rags and his sole possession was the photograph of a white man which he held clutched in his hand. The description tallied with that of Sixpence.

I 'phoned the news to Sarie and said that I was travelling north at once. She insisted on coming with me. We reached our destination after an all night journey by rail and went at once to the local police station. There I was shown the photograph—my own!

"It must be my 'boy' right enough," I said gruffly. "Take me to his cell. I want to see him."

Sarie shook her head.

"I think I'd like to see Sixpence first," she said gently. "You wait here, dear."

I WAITED for nearly half an hour on pins and needles. At last she came back with Sixpence following behind her. Sarie was flushed and I knew that she had been crying. The big Zulu looked at me imploringly, and then turned grateful, yet still anxious, eyes upon my future wife.

"Sorry, my baas, sorry!" he said humbly. "Sixpence dam bad boy, but *she* say quite okay."

"All right, Sixpence," said I, unable to find other words. "I forgive you."

His face lit up a little at that, and then, still humbly, he said: "Photo, baas?"

I handed the photograph over in silence, and suddenly that dazzling grin lit up his big black face. Sixpence was happy again—my dear old lucky Sixpence! And he has served us loyally ever since.

Race with "Silver Ring"

SOME LIKELY WINNERS

REFLECTION tells us that Bahram is a wonder horse, and there is little more to be said. The "Leger" was pleasing to me in so far as Buckleigh, at 25 to 1, was my place selection.

Buckleigh made up many lengths to fill third place and there is little doubt that he will win a nice race before the season ends. Whenever he runs he must not be missed.

Ahead of us, the Cambridgeshire and Cesarewitch are the main events on which our attention focuses. I feel that I have put up a good one in Law Court for the Cambridgeshire.

Theft, too, can stand; and the Cesarewitch early fancies remain O.K. More news of these autumn events will be available at a later date.

A few hints as to horses likely to win before the season ends may be useful. It won't be so long before everyone is looking for the "getting out" stakes and perhaps these hints may help to bring about the desired result a little beforehand!

Flying Spear II looks a winner soon; he was travelling at a rare bat when Sky Pioneer took a selling race at Doncaster. Flying Spear II lost six lengths at the start, but made up so much ground as to point the fact how desperately unlucky he had been.

At the same meeting, Shining Cloud, beaten by Meldrum in the Rufford Abbey Handicap, ran a good race, and it should not be long before he, too, is placed to win. The same may be said of Spinalot.

For the racing this week-end, Royal Windsor provides the fare. In the Royal Borough Handicap I have a fancy for Radley Wood; and, for a double, Beneficial in the Frogmore Handicap Plate and Shanghai Lil in the Quickly Selling Nursery Handicap appeal to me.

"SILVER RING'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, September 19, to Wednesday, September 25.

L W N G E D V Z R T F 94 M P
H J I S O Y 87 Q C B A K X U

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below as the case may be. Example: TFLCFX would read BAHRAM. Where a double letter occurs in the name of a horse the figure 2 is substituted. GIE294OC would read SNOOKER.

Once she was just 'the girl with the pretty sister'

JILL VAUGHAN? OH YES, THE GIRL WITH THE PRETTY SISTER
JOAN DEAR, WHY AREN'T I AS POPULAR AS YOU ARE?
IT'S YOUR COMPLEXION DEAR—TOWN AIR'S GIVEN YOU 'TIRED SKIN'
WELL, HOW HAVE YOU AVOIDED IT?
BY ALWAYS USING KNIGHT'S CASTILE -IT'S SPECIALLY MADE FOR THE FACE
THEY TOLD ME JILL WAS THE GIRL WITH THE PRETTY SISTER - BUT I THINK JOAN IS

Your skin becomes "tired" if the healthy stimulant of sweet, clean breezes never reaches it—and then good-bye to a really attractive complexion *unless you use Knight's Castile.* Knight's Castile is specially made for the face: its generous foaming lather revives and feeds the vital beauty glands on which your loveliness depends. Give your complexion this wonderful help *from to-day*; a tablet of Knight's Castile costs only fourpence—and what wonders it will work for your skin!

Knight's Castile

TOILET SOAP

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THERE'S "SOMETHING IN" OATS FOR BREAKFAST!

that "*something*" is the Vitamin you *must* have for healthy nerves and well-being

THE PRECIOUS "NERVE-NOURISHING" VITAMIN IN QUAKER OATS

Nerviness, lack of energy, general dullness . . . may all be due to deficiency of Tonic Vitamin in your normal diet

All over the world today millions of people are convinced that a porridge breakfast is the most nourishing and healthful one you can have: many of them have held this conviction for years, though without knowing really why, as have their fathers and mothers for a lifetime before them. They have eaten Quaker Oats because they *liked* it. And these Quaker Oats enthusiasts always have been healthy, energetic, cheerful, thoroughly *well* people! What is the explanation?

This is how the doctor would explain it

The doctor will tell you that oats are one of the most nourishing foods provided by nature; exceptionally rich in valuable minerals and body-building elements—nourishing without being fattening. But, he will add, we now know there is something more in porridge than this.

Science has shown that OATS *stimulate appetite, feed the nerves and combat constipation*

Recently, important discoveries have been made as the result of researches in dietetics by eminent scientists. Vitamin "B," called the "nerve-nourishing" Vitamin, is *essential* for all-round well-being, since lack of it has proved a direct cause of indigestion, sleeplessness, constipation, nervousness and poor appetite. It is unfortunately, scarce in many foods we eat, but now scientists have discovered that *Oats contain a far larger proportion of this Vitamin than had ever been realised.* The body cannot store Vitamin "B," we need a fresh "charge" of it every day, and these experts say that *a daily porridge breakfast provides an ample supply.*

So mother was RIGHT . . . *without knowing why!*

Mothers for generations have found and said that porridge is "good for you"! It is indeed—and it is good for growing children in an especial way. For another discovery of the food experts is that the Vitamin "G" in milk which promotes growth, is many times more effective when taken together with an adequate supply of Vitamin "B." So what *could* be a better breakfast for your children than Quaker Oats and milk?

QUAKER OATS — *the finest oats grown*

Quaker Oats is made from the World's finest oats, grown and ripened in sunny Canada, and roasted by a special process to bring out all their goodness and give them that *creamy* flavour no other cereal has ever been able to imitate.

No cold cereal warmed with hot milk can possibly compare with a breakfast of Quaker Oats, freshly cooked and served hot. Every man, woman and child benefits by beginning the day on such a good meal—especially in damp, wintry weather. Quaker Oats is sold only in *sealed packets* which preserve the famous flavour and ensure freshness and freedom from dust.

More health in an Oats Breakfast — Most health in a

QUAKER OATS

Breakfast

40 splendid breakfasts for 8½d

There's "nerve-nourishing" Vitamin in **QUAKER OATS** *... the healthiest breakfast*

2138

IT'S GRAND FOR THE SKIN

says

Gracie Fields

MISS GRACIE FIELDS, the world-famous Comedienne, writes:—"When girls ask me to recommend for their complexions, I always advise Potter & Moore's Powder-Cream. It's grand what a difference it makes to the skin—and it's marvellous how they have combined the Powder and Cream, and even included a mirror on the dainty jar. Just you try it!—it's real champion."

Every Jar is fitted with a daisy mirror in popular shades everywhere.

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Potter & Moore's BLUSH CREAM is the new ideal Cream rouge for use in combination with Potter & Moore's Powder-Cream. You really must try them both. Apply the Cream rouge first and you will be amazed at the perfect results. The Blush Cream is sold in dainty glass containers for sixpence everywhere.

Potter & Moore's
MITCHAM LAVENDER
POWDER-CREAM

No more Indigestion, Headaches, Heartburn, Flatulence or Gastritis

Sick-headache, wretched indigestion, flatulence, heartburn, painful gastritis and stomach ulcers are nearly always due to stomach acidity. To get instant relief, take 'Bisurated' Magnesia—there is no quicker or more certain method of neutralising excess acid and so banishing pain and discomfort. 'Bisurated' Magnesia has brought relief to thousands who had almost given up hope. Get a 1/3 bottle from your chemist to-day; relief comes with your very first dose.

'Bisurated' Magnesia
For the Stomach

HUMAN DOCUMENTS PROBED BY PHILIP INMAN

Friend—or Lover?

I REMEMBER a lecturer who used to pay an annual visit to the town in Yorkshire where I lived. He always attracted large crowds, but one year the building was literally thronged. I am not surprised. He had announced as his subject—Love, Courtship and Marriage.

"All the world loves a lover." And courtship and marriage are the twins born out of mutual affection.

Yet, as Shakespeare has told us, "the course of true love never did run smooth." And that is why so many problems submitted to me are concerned with affairs of the heart. One reader sends me this letter:

'I am a fully trained nurse, and a few months ago I met a young man who is in the police force. We became friends and have seen a good deal of each other. He told me that five years ago he was engaged to a girl who treated him badly. And he said that he had no respect for my sex, but that I was excluded. He is anxious that we should remain just friends, but in spite of his words his actions prove otherwise.

"By the way, we see each other every night—don't you think this is too often if we are to be nothing more than pals? He says he has not told me everything, but wants me to accept him as he is. He goes home every week-end, and his former fiancée lives in the same district. I have asked him if he meets her, but he seems reluctant to talk about her. And yet I know he keeps a photograph of her in his room in London. The unfortunate part is that I care for him and he knows it. Will you please help me as you have helped so many others?"

I don't know what to make of this young man. He says he simply wants to be friends with my correspondent.

HE seems to be having things all his own way. He has the companionship of my correspondent every evening.

My own feeling is that she has been a little too cheap. She has let him know that she cares for him without any assurance of reciprocation on his part. This girl should change her ground. She should let him see that he is not the only one in the world.

Let her cut down drastically the evenings she spends with him. That should help to bring things to a head. If he cares for her he will soon show it.

And here is a similar problem, giving the man's side of it:

"Five and a half years ago I met a girl and after knowing her for four years we became engaged. Now I feel that I would like to settle down, but she does not seem inclined to do so. We love each other dearly, but she says that she does not want to give up her present post or her freedom just yet. She is in a splendid job and, while I am also in work, I unfortunately earn £2 a week less than she does. But she has often said that money is not everything and she would be quite prepared to pay for extras for our comfort.

"I feel I can't give her up, and yet do you think it is wise for me to carry on with her when she is so indefinite about getting married? I should add that her age is thirty-three and I am thirty-four."

Now here is my difficulty. The young man tells me that he is earning £2 a week less than his fiancée. But he does not tell me the amount of his wages.

I am therefore unable to judge whether it is sufficient to maintain a home or whether it would be necessary for his wife to continue working. If the latter, then I can understand this girl's hesitation. She may say that she can't do justice to her job and run a home at the same time. And rather than fall between two stools she thinks it preferable to stay at her work.

IF, however, my correspondent can afford to keep a wife, then I see no real reason why the marriage should be delayed. He and his fiancée are not youngsters. They have been engaged for eighteen months, and they should know by now whether married life is likely to bring them happiness. If there is any doubt on that score, the sooner the engagement is broken off the better.

On the other hand, if they are sure of their love for each other, then I advise the young man to act on these lines: He should tell his girl quite definitely his desire is to be married and have a home of his own. And he should ask her to name the day. Otherwise, with the views she holds, she might keep him waiting for ever.

This girl talks about not wanting to give up her free... Marriage often mea... a sacrifice. But ... is more than ... weighed by its co... pensations—at lea... the tens of tho... sands of people w... are wedded eve... year apparently fi... it so.

Rank selfishness ... at the root of ma... of the problems su... mitted to me. In t... following case it ... just the reverse.

This girl seems ... think of somebo... else but herself. S... says:

"For the last t... years I have been e... ployed on the Conti... nent as a children's nurse. I have now le... this post at the age o... twenty. While I w... away I fell in lo... with a young Dane, ... whom I saw a gre... deal during my travel... He suggested that w... should become en... gaged before I re... turned to England la... month, but as I coul... not obtain my parents' consent I did not agree.

"As I am the onl... daughter and both m... parents are getting o... in life, I should no... like to do anythi... against their wishes. My sweetheart is com... ing over to my hom... at the end of ne... month, and we ar... both hoping that consent will be give... But, even so, it means that when we ar... married I would have to leave my parents ... once again and make my home i... Denmark.

"My parents insist that I am too young ... at twenty even to know my own mind ... let alone to become engaged. But it ... seems to me that there will only be ... sorrow for someone, however this work ... out. If I stay at home, it is not fair to ... keep my boy waiting indefinitely for me ... and it is impossible to see each other ... often. On the other hand, if I marry ... him and go away I shall always feel that ... I have neglected and abused my trust as ... an only daughter, for my parents have ... always done all within their power to ... provide me with everything I have ... needed."

Now it is quite easy to see the objection of those parents. This girl is an only daughter and she is just twenty years old.

What is more, her marriage would mean her going to live among strangers in a foreign country.

THESE things naturally make her people a little anxious. But they must not allow that anxiety to ruin their daughter of her life's happiness. After all, they allowed her to go on the Continent when she was two years younger than she is now. They can have seen a great deal of her since that time. They would probably see her just as often if she were married.

Let them remember that we are not living in the year 1600. Denmark to-day—because of the modern methods of transport—is as near to London as York was in those days. Many a girl leaves her kith and kin and for the sake of the man she loves journeys to the far corners of the earth. And they do not count it too great a cost.

Those parents must, of course, satisfy themselves that the young man will prove a good husband for their daughter. They will be able to judge of this when he comes to stay with them. They have no serious objection unless they can find any serious objection to him I think they should consent to the engagement.

A father told me the other day that when his only girl married he thought she would be lost to him. "Instead of that," he said, "we found in her husband a new son." I hope these parents will make the same discovery.

Some girls refuse to marry because they do not want to give up their freedom. Marriage often means a sacrifice, but that is outweighed by its compensations

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelopes "Side-Slips."

THE MONTREAL DAILY STAR:—"Chicken and geese were killed by the huge stones, some of which measured SIX MILES wide and 45 MILES long."

REYNOLDS'S ILLUSTRATED NEWS:—"No one can say just how a baby will turn out, but disappointments among FASTER-parents are fewer than among ordinary parents."

IRISH INDEPENDENT:—"That is the person you have to fight tooth and PAIL all your life."

THE DIAMOND FIELDS ADVERTISER, KIMBERLEY:—"A severe Victorian building with an old CANON parked outside it."

SHIELDS DAILY GAZETTE:—"One MOUTH in a sideshow teaches you more than a year in college."

Send your private problem to "Humanist," at 93, Long Acre, London, W.C.2, enclosing stamped envelope. £1 1s. is paid for each letter quoted.

GENASPRIN

Announcing

NEW 6D PACK

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ALSO { *2/- Bottle increased to 50 Genasprin Tablets*

To meet an enormous demand, the makers of Genasprin—the world's purest aspirin—have introduced this new 6d size. Now, when you want quick, safe relief from pain, you can get it in this convenient, inexpensive form. Genasprin *safely* rids you of headaches or nerve pains and does not disturb your digestion or harm your heart. Nor does it ever become a habit. Because of its superiority, Genasprin is highly recommended by the medical profession. Get the "10 for 6d" Container at your chemists; or for economy buy the 2/- bottle, the contents of which have now been increased to 50 tablets.

GENASPRIN—THE SAFE BRAND—MADE BY GENATOSAN LTD., LOUGHBOROUGH, LEICS.

A really perfect Floor

With 'Varnene,' the wonderful new oil varnish stain, you can obtain a far more beautiful finish on Floor boards than has hitherto been possible. 'Varnene' stains to the natural colours of the finer woods, bringing out the grain and figuring. It ensures a tough, glossy finish that offers the greatest resistance to chipping and scratching. 'Varnene' preserves the wood, and is so easy to apply.

VARNENE

THE NEW AND MORE EFFICIENT OIL VARNISH STAIN

Obtainable from all Stores in Light or Dark Oak, Mahogany, Walnut, Ebony Black and clear, colourless Varnish.

Tins 6d., 1/- and 1/6

Manufacturers:
CHISWICK PRODUCTS Ltd., CHISWICK, LONDON, W.4.
Makers of Mansion Polish.

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By millions of men with Ever-Ready razors
(Made specially to hold the blade at the right shaving angle)

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THAT ARE WORTHY OF THEIR RAZORS!

Ever-Ready blades which are made to fit Ever-Ready razors are of the finest surgical steel. They are extra-tempered, and 1½ times thicker than other blades — facts which make their keener edges particularly good for tough beards and tender skins. Ever-Ready blades are sold everywhere.

Ever-Ready BLADES

ANNOUNCEMENT OF EVER-READY RAZOR PRODUCTS LTD., LONDON, N.W.9

CONSTIPATION
is the Chief Cause
OF
DAILY ILLS

This is true of Indigestion, Biliousness, Liver Disorder, Headaches and innumerable other everyday complaints. For a Sluggish System is a POISONED System . . . a system so polluted by its own waste products, that it cannot possibly be healthy! It makes you feel Run-Down, Depressed, fills you with Pain, upsets your Digestion, puts Liver and Kidneys out of order, weakens the Blood! Take Beechams Pills! This grand old remedy conquers the *cause* of 90% of Daily Ills and restores that regularity and activity of the system which is the *only* basis of Perfect Health. As Beechams Pills Tone, Regulate and Purify, so your Health returns, your Aches and Pains and Ills fade away.

90% of Daily Ills Quickly Yield to

Beechams *Brand* **PILLS**
Worth A Guinea A Box

A.G. rolls up a Winner

All the odds are in your favour with A.G. You are sure of *cooler*, better flavoured smokes when you roll in A.G., because they're so much thinner and free from chemicals. A.G. are easier to roll too—they're so crisp and strong—and specially made for slower burning. Back A.G.—the best. They cost no more.

Start now! *A.G's fit all machines and give best results.*

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BEATS THE WORLD FOR QUALITY AND VALUE. Frames 21 or 23in. Racing Ends, quick-release Wing Nuts, Dunlop Sports Tyres, Coventry Chain, Dunlop Endrick Rims, Marsh Level grip adjust. Handlebars, Racing Pedals, Calliper Rear Brake, Middlemore's Racing Saddle, "Gold off" tins. Rear Reflector. 6 Accessories. Lady's or Gent's same price £4.19.6 or 6/- monthly. Cambridges Ladies', Gent's, Juveniles', Tradesmen's, Tandems, etc.

6/- NOW

Supplied Khaki, Red, Blue or Black as desired

J. B. GRAVES Ltd. SHEFFIELD

Fashion Sets the Engagement Ring!

The prevailing fashion in engagement rings influences the lover when he makes his purchase nowadays

PRINCE HENRY, the Duke of Gloucester, has given his fiancée an engagement ring of one large oval sapphire, with a "bagette" or square-cut diamond on each side.

So a fresh stimulus has been given to a fashion started by the Duke of York and revived last year by Prince George when he gave Princess Marina a ring, also with a single sapphire.

For engagement rings are subject to fashion just as clothes are, or furniture, or anything else.

Before the war a young man would never dream of giving a girl anything but a diamond ring. If he did he would have been considered mean. And in those days the ring was usually a "half hoop" of five diamonds.

But the girl who becomes engaged in 1935 will not look at a half hoop. Her taste is all for simplicity. So she must have a single stone in her ring.

All the big jewellers will tell you the same thing. A single stone it *must* be, but fashion nowadays is not quite so rigid about the kind of stone.

After Princess Mary's engagement, for instance, emeralds were very popular. Experts say that a fashion started by a royal romance will generally last for five or six years if something does not happen to swing the pendulum of popular favour in another direction.

Three Royal engagements in succession have been sealed with a sapphire ring. Unless something unexpected happens the sapphire looks like being a favourite for another five years.

Besides dictating about the number and kind of stone, Fashion also decides how it must be cut. To-day the diamond cut with a number of "facets" so that it flashes in the light is quite old-fashioned. It must be "emerald" or "square" cut, that is with straight edges and flat, leaving the face of the gem clear and limpid.

Square-cut single-diamond rings are more expensive than those with a group of smaller stones, and to meet this Fashion has compromised by allowing less expensive jewels to be used.

Author's influence

Quite unexpected things will sometimes create a smaller wave of fashion in engagement rings. A little while ago an expert on precious stones attached to the British Museum wrote a book in which he praised the zircon as a stone of rare beauty.

The zircon comes from Ceylon. It is similar to the aquamarine, but has a deeper and richer colour and more sparkle.

The publication of the book was followed immediately by a demand for engagement rings adorned with this stone. Strangely enough, it was a stone popular in England about fifty or sixty years ago, but had been quite forgotten until the expert drew attention to it.

For a few years after the war a pearl ring was fashionable as an engagement ring. Jewellers, however, did not encourage the fashion, for the pearl is not a suitable gem for a ring. It is difficult to mount. Either it must be cut in half and set on a flat base, or it must be pierced and supported on a tiny rod. Moreover, soap and water spoil it, and it is therefore unsuitable to be worn on the hands.

Personal touch

However, one young lady recently insisted on having a ring made of two small pearls which her fiancé had found in a shell while eating some oysters.

Another girl gave an order for a ring with a single turquoise surrounded by black onyx. The turquoise was to match the colour of her eyes, and the onyx those of her future husband.

Thirty years or more ago turquoises were very popular as engagement rings among the costers. Farther back than that the fashion was to give a "keeper" instead of an engagement ring. This was of plain gold, broad and chased with a design.

To-day people from the East End buy the same type of ring as people in the West End.

The stone will be smaller and perhaps of a less expensive variety. That is all.

Platinum as the metal part of the ring has replaced gold almost entirely. The price of platinum has come down very much since the war, and this has brought it within the reach of everybody. A gold engagement ring would be looked down upon to-day as old-fashioned by any g... who aspires to smar... ness.

Quite a new develo... ment is for t... girl to give the young man ... ring at the same time as h... gives his. This is usually a s... net ring with or without ... small diamond, and the m... wears it on the third finge... of his left hand also. It is ... fashion which is spreadi... rapidly.

The big firms of jewellers all t... stories of the shyness of young peop... buying engagement rings. To them, ... course, it is a great moment in the... lives.

Sometimes the young man will com... in alone, leaving the girl wa... outside. Sometimes it is the man wh... refuses to come in and the girl has t... brave it alone.

Self-conscious

"We are always amused," the manag... of one firm said, "because we have ... sentiment about it. To us it is just lik... selling so many twopenny buns. Qui... a number of them will come in and loo... round the department. If there are ... few people about they go outside an... hang about until everybody else ha... gone. Then they come in lookin... generally very self-conscious."

Single-diamond rings or single-emeral... rings often cost as much as £1,00... Occasionally they run into several thou... sands, but that is rare. One firm in ... the West End of London sells at leas... twelve £1,000 engagement rings in a yea... over the counter.

WORD THAT COMFORTS

"SECURITY!" What a feeling of confidence there is about the word! It means to be untroubled by danger, undisturbed by fear, safe in the knowledge that something you have faith in will not fail you.

It's a state of mind, more than anything, of course, and wives are inclined to feel the need of it most. It isn't given to all of us to face life with such a pleasant feeling, secure in the affections of someone that is dear, secure in regular employment, secure in the occupation of a roof over one's head.

"Security" is a very much abused term, in any case. It is all too frequently associated with frontiers, fortifications, and with the possession of battle 'planes and battleships.

But where human beings are concerned, there's an art in it, and in order to achieve it, we have to take advantage of every opportunity that occurs. In fact, nothing should be left undone that will add to a sure feeling of confidence.

For things happen to most of us that threaten our security. We none of us know what to-morrow will bring forth. Like the squirrels that lay in a store of food for the winter, we have to be ready to meet the emergency we know will some day arise.

There are so many things we can do if only we set our minds to it. As a rul... a very little trouble will yield unexpecte... results. We might follow the example o... our Staffordshire reader, for instance... who wrote us on the subject o... "security" in the first place.

Dwelling on the outskirts of Westo... Coyney, he occupies a modern house... equipped with central heating, electric... light and gas.

He thought he was reasonably secure... until one day he came home to find that... a ceiling had collapsed owing to the... bursting of a hot-water pipe. You can... easily imagine the scene that awaited him... in the best room downstairs.

It was a pretty expensive job... naturally, clearing up the debris, repair... ing the furniture, and one thing and... another. His security was threatened—... yet he was assured.

He had long since taken the trouble... to become a registered reader of JOHN... BULL, and so was able to benefit under... our free insurance policy. He wrote... thanking us for the prompt and generous... manner his case was dealt with when it... came along.

Just one of those little things you do... without any trouble, which, adding to... that feeling of security, makes life a little... more worth while. Turn to page 37 now... and find the coupons.

"What a difference condition makes"

You'll never know how fit your dog could be

until you condition him correctly with Bob Martin's

You are missing half the fun of owning a dog if you don't condition him – for when you condition your dog correctly you lift him to a new and lovelier fitness.

Millions of thoughtful dog-owners know that the simple, sensible way to keep dogs fit is to give Bob Martin's Condition Powders *regularly at morning, noon and night every Saturday and every Sunday.* It takes so little time, so little trouble. But what a difference *condition* will make to your dog ! No more spells of listlessness; no more skin troubles. He'll get more fun out of life, and be a smarter, brighter dog – a happier companion because he's really fit !

By removing every impurity from the blood, Bob Martin's Condition Powders prevent and cure all the common blood disorders of dogs such as continual scratching, loose coat, listlessness, loss of appetite, eczema and eczema-gout (swellings between the toes).

BOB MARTIN'S
TASTELESS
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9 powders 6d.
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RECORD MUST-BE-WON FIRST PRIZE **£1,000** AND OVER 1,000 CASH AND OTHER AWARDS

See article on page 36 and send Form below for full particulars.

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Please send me full details of "John Bull's" Third Free National Window Display Contest.

Name.....

Full Title and Address of Shop.....

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Nature of Business..... Date.....

Post in unsealed envelope bearing ½d. stamp J.B. 21 9.35.

IT needs a soap that is specially made for the job to soften a stiff beard and enable the razor to do its work thoroughly. Ordinary soap won't do that. It was never intended to either. Besides, you can get a Lever's Easy Shaving Stick for only sixpence. For these six coppers you get one hundred shaves so smooth and comfortable that your face feels cool all day. Try it and see. Get a Lever's Easy put down on the next grocery list.

100 Shaves for 6d.

A *LEVER* PRODUCT

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EVERY article advertised in "John Bull" carries with it a "money-back" guarantee :—

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Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED, Proprietors of "John Bull."

HEADACHE Throbbing pain quickly disappears by taking Beechams Powders. 2d

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Cartons of 8 Powders 1/3. Single Powders 2d. each. Not laxative. Sold everywhere. A Beecham Product.

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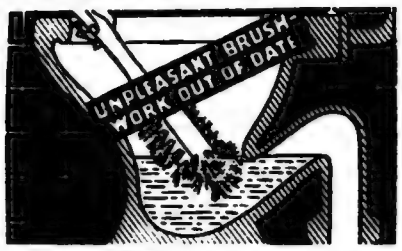
Don't take any risks. Your friends will never tell you if they think you "careless." Harpic makes it so easy to keep your lavatory-pan really white. No need for unpleasant brushing — *just sprinkle Harpic* and your lavatory-pan becomes spotless, odourless and sanitary. Use Harpic last thing at night — then it works undisturbed for several hours. Get Harpic in the new, easy-flow tin, prices 6d., 1/- and 1/9.



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Harpic sweeps right round the hidden bend and cleans everything.

Just a sprinkle of **HARPIC** -thats all it *needs*

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"I was almost bald," writes Miss Annie Thompson.

"I tried all kinds of treatments, but the falling of my hair continued.

"At last I was advised to try Kotalko, and to my great joy discovered that I had finally found the right thing. The new hair growth developed and strengthened.

"It has been maintained in length and quantity, as you will see by my photograph. My hair is all that can be desired."

KOTALKO TRUE HAIR GROWER

Men also who were bald-headed for years report new hair growth through KOTALKO. Many testimonials from men and women.

If you have dandruff, or are losing hair, or if you are nearly or quite bald, write

To JOHN HART BRITTAIN, LTD., 9, Percy Street (53 G.T.), London, W.1.

Please send me, post paid, Testing package of KOTALKO and KOTALKO SOAP, with directions, for which I enclose threepence in stamps.

Name .....

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Feed Hair Roots daily with Kotalko. Cleanse and Soften Hair Follicles Once Weekly with Kotalko Scalp Soap — The Tonic Shampoo.

TRIED *by his* PEERS . .

"THIS court is not a theatre," says a judge disapprovingly, when a hand-clap, a hiss, or even a murmur, from the public gallery indicates the views of its too eager occupants.

Rightly, the British take pride in the almost church-like decorum with which trials are conducted, but yet, in a way, the judge is wrong. The higher the court, the more marked the dramatic atmosphere.

Even the Recorder conducting the Quarter Sessions in some little crumbling borough wears the full paraphernalia of his office, and is attended by scarlet-robed "Mr. Mayor," while the first duty of the bewigged Clerk of the Peace must be to read a solemn proclamation, the wording of which would easily be recognised by his predecessors of Queen Elizabeth's days.

In a few weeks' time motorists hurrying through Worcester or Bodmin, Huntingdon or Lancaster, will find white-gloved hands held up against them. To the blare of trumpets His Majesty's Judge of Assize, preceded by the county's High Sheriff in military, or civil, court dress, processes across from church or cathedral to the Shire Hall, there to open his commission of "Oyer, Terminer, and General Gaol Delivery."

IF then so much state and pageantry forms an inseparable part of events occurring in every judicial year, imagine the array of colour and panoply when a member of the House of Lords is called upon to answer for his alleged misdoings before "his peers"—the only court competent to try, as in the impending case of Lord de Clifford (whose title dates back to 1299, within the first century of Parliament's own existence), a Peer of Parliament, on charges involving "high treason, or felony."

The right and liability are clear and unmistakable. They go back to the days of Magna Charta, entitling every man and woman to be tried "by their peers." The word means "equals," and in its interpretation Royal Duke and last-created Baron are on one equal footing, while Baronets of that "Order of Chivalry" since James I's reign, Knights and plain "Misters" are all "commoner-peers," answerable to any of the ordinary courts of the Realm.

Again, it should be remembered that so also are the Peers of Parliament when the offence charged against them is *not* treason, or felony, but something less serious. Within the past ten years several peers have been tried at the Old Bailey, but for "misdemeanours," not "felonies"

Though only those who actually possess seats in the Upper House may sit in judgment, the liability to trial thereby includes peeresses, widows of peers (unless subsequently married to commoners), minors under twenty-one, and Scottish and Irish peers who are not "Peers of Parliament."

ON the contrary, however, an Archbishop or Bishop ranking as a "Spiritual Peer," though entitled to judge, would himself be tried as a commoner. In the event of sentence being requisite on a lay peer, the senior spiritual peer present asks leave for the Bishops to withdraw, and they thus excuse themselves from taking part in infliction of punishment.

The last instance of a woman coming before this high tribunal was the Duchess of Kingston, in 1776. A very flighty young woman, she had not been content with one marriage well above her original social station, but played still higher. In the end, she was hauled up for bigamy, and must be reckoned fortunate in escaping punishment.

From 1835 to 1935, four reigning Sovereigns, three Kings and one Queen, have entered the House of Lords. But only twice, up to this present year, has a peer been arraigned on a criminal charge.

Early in the reign of Queen Victoria, Lord Cardigan, afterwards the leader of the famous "Charge of the Light Brigade" at Balaclava in the Crimea, wounded a brother officer in a duel. Prince Albert, the Prince Consort, insisted that the scandal was too serious to be hushed up, though many still regarded "swords or pistols" the proper method of settling "differences between gentlemen."

Entitled by the Magna Charta to be tried by "his peers"—Lord de Clifford

The trial took place before a Lord High Steward appointed for the occasion, and the whole body of the Upper House. At the conclusion, a large majority laid hands on hearts, according to ancient form, and declared Lord Cardigan, "Not Guilty, Upon My Honour."

The other occasion the Lords assembled for a somewhat similar purpose was in 1901, for the almost farcical trial of the late Earl Russell. He, like the gay Duchess, had to answer a charge of bigamy, but the circumstances were very different. Believing in the validity of an American divorce, he married again only to be arrested on returning to England with his new bride.

The proceedings before the Lords lasted a very short time, as Lord Russell, on legal advice, pleaded guilty, and then read a speech in justification. His peers sentenced him to ninety days' imprisonment, which he served in Holloway, being allowed the privileges of tobacco and of ordering his own meals, so though nowadays he would almost certainly have been "bound over," the punishment was not very onerous. Lord Russell lived to be elected a Bencher of Gray's Inn, and to become a member of the secret Labour Government.

In comparatively modern times, two peers suffered death—richly deserved, supposing either really sane—for their several crimes.

One was the "wicked Lord Audley." He had instigated his butler to make horrible assaults on young Lady Audley, then only fourteen. The peers found him guilty, and he was beheaded.

In George III's reign, Earl Ferrers was hanged at Tyburn for the murder of his servant, being drawn to the gallows in his own coach and six. Being a peer, he had the privilege of a silken rope for the fatal purpose. It did its work just as effectually as a hempen one!

WHETHER "over one hundred peeresses" will be present in the galleries, as on that occasion, to remark Lord de Clifford make low obeisances and submit himself to the judgment of his equals, remains to be seen.

The procedure, however, remains constant. At the beginning a white-wanded Lord High Steward presides, and calls the roll of those present, who must remain throughout the trial if they desire to record their votes for acquittal or conviction.

Events then follow much the same course as in the trial of a commoner at Assizes for a like offence, though the peers being both judges and jury, each or any may put questions to counsel or witnesses, according to mood. In the delivery of the verdict, the most junior peer created gives his answer first, "Guilty, Upon My Honour," or "Not Guilty, Upon My Honour," and the others in similar reverse order.

The last act comes when the Lord High Steward ceremonially snaps his wand over his knee, in token that the office for which he was chosen is duly concluded.

In Earl Russell's case, the Earl of Halsbury, then Lord Chancellor, acted as Lord High Steward. Quite likely Lord Hailsham will be selected on this occasion.

It may be added that, in a sense, a peer is worse off than a commoner, so far as the sequel to conviction is concerned. Though possibly the King, on the advice of his Ministers, might grant a remission of sentence, no higher court exists competent to try an appeal than the House of Lords itself being the highest court known to our system of jurisprudence

FOUR WORDS SAVE A HOME

TRUDGING back to her employer's office in a dingy London street one recent Friday afternoon, young Mrs. I. Coates felt far from cheerful. She was returning from her sales round to receive her last pay envelope.

When her husband had fallen ill, she had manfully taken on his job to keep up their home at 90, Grierson Road, Forest Hill, London. But now there was no further work for her.

Then things began happening, for before she reached the door of the office her whole outlook was suddenly changed. Through the window of a car waiting by the kerb, Mrs. Coates' mother was leaning out, waving a telegram.

The shadow of that final pay envelope was forgotten in a flash That message came from JOHN BULL, announcing that she had won in our 996th *Bullets* Contest the splendid First Prize of £600!

"This will be a wonderful tonic for my husband," Mrs. Coates told a JOHN BULL representative. "He's a 'Bulleteer' too. We're ruthless critics of each other's work and thoroughly enjoy being rivals.

She said her ingenious First Prize *Bullet*, WHEN THE VICAR CALLS—MORAL STRENGTHENS *His* "FAITH," was inspired by the plucky mothers of London's most of her work.

And she was delighted to be reminded that her success carried the privilege of nominating ten needy families for a free Holiday at JOHN BULL's expense.

Brief and business-like was the reason Mrs. Coates gave for her success. "*Bullets Bulletin!*" she said "I couldn't have done without it."

You have a far greater opportunity to secure independence for yourself and security for your dependents in *Bullets* 1,000th Contest announced on pages 42 and 43.

It's Super-Fatted!

A shave with Gibbs Super-Fatted Shaving Cream is the most delightful, mollifying experience—absolutely unique. The unusually rich, thick, emollient lather gives you greater comfort both during and after your shave—a cleaner, quicker shave, too. The secret is in the Super-Fatting. CHANGE TO GIBBS TODAY!

GIBBS SUPER FATTED SHAVING CREAM

D. & W. Gibbs Ltd., Cold Cream Soap Works, London, E.1.

GS42B

THE STRONGEST OVERALLS MADE

Built from the toughest material obtainable, specially strengthened at points of strain, with all seams double-sewn with 16 Boot Thread—it's no wonder Boleniums last so much longer, and keep smarter and more comfortable all the time. An ingenious non-slip brace-buckle that never lets you down is a special Bolenium feature. Ask your Outfitter, or write for name of nearest stockist to **Bolenium Overalls (Dept. 1), Upton Park, London, E.13.**

BIB & BRACE GRADE THREE **6/6**

BOILER SUIT GRADE THREE **9/11**

ALL SERVICE COAT **6/11**

Other Prices on application.

Wear **BOLENIUM**

(Pronounced BO-LEIN'-UM)

SUPER-OVERALLS

Worn by the man who knows!

A little Afrikander Shag goes a long, long way. Slow-burning, smooth and satisfying. TRY IT!

Afrikander SHAG

8D AN OZ

In ½ and 1 oz. packets

also MIXTURE *or* FLAKE

"IT SAVES AND SATISFIES"

You need never hesitate to buy goods advertised in "John Bull"—they are all Guaranteed.

The "John Bull" Guarantee appears on page 31.

SKIN DISEASES

New Blood Remedy.

"Skin Soft as Velvet."

"I am pleased to tell you I am completely cured from that terrible disease, varicose eczema and psoriasis, from which I was suffering, and I can only thank Elasto for the wonderful and speedy cure. My legs now show no trace of the old trouble, and my skin is as soft as velvet. I think Elasto is the safest and cleanest and best blood purifier in the world. . . ."

(Signed) Mr. E. J. BEAUCHAMP,
30, British Grove, Chiswick, W.4.

The New Elasto Blood Remedy is bringing quick relief and permanent cure to thousands of sufferers from Eczema, Psoriasis, Dermatitis, Varicose Veins, Bad Leg, Piles, and other Diseases of the Skin and Circulatory System.

It is prepared in tiny tablets which dissolve instantly on the tongue and are absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood! Elasto is not a drug but a vital cell-food which must be present in the blood to ensure complete health.

Send for Free Sample.

Elasto Blood Remedy is fully explained in a special booklet which we will gladly send, privately, post free, together with **Free Sample** and copies of recent testimonials. Write for these to-day, Now! Or send 5/- for a full month's supply (in plain wrapper) and see for yourself what a wonderful difference Elasto makes!

The NEW ERA TREATMENT COMPANY Ltd.
(Dept. 15A), Cecil House, Holborn Viaduct, London, E.C.
ELASTO WILL SAVE YOU POUNDS!

BAD CIRCULATION & RHEUMATISM

WONDERFUL RECOVERY AFTER TWO YEARS' SUFFERING!

Miss E. Sharp, 8 Heyes St., Appley Bridge, nr. Wigan, writes:—"I have been suffering for two years from Rheumatism and Bad Circulation and could not walk nor sleep. My fingers-ends used to go dead, and I had no use in my limbs. I was stated to be incurable. I started to take Vitadatio, and after three doses I could feel the circulation moving. After taking 10 bottles, to everyone's surprise, I can now walk and do my own work, and friends stand staring when they see me normal once again. I recommend Vitadatio wherever I go. There is nothing on this earth to equal it."

If you are a Sufferer, Get a Bottle To-day!

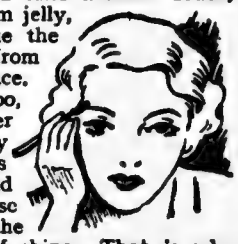
Vitadatio SEND FOR FREE BOOK & TESTIMONIALS

Invaluable for Blood Troubles, Liver, Kidney and Stomach Complaints. Sold by Boots, Timothy Whites and Taylors' Ltd., Chemists and Stores 3/- and 5/- per bottle, post 3d. extra in U.K. 21/- Export Bottles post free, from VITADATIO No. 121, ARMLEY, LEEDS.

Hollywood Beauty Secrets

Little tricks that make the stars beautiful

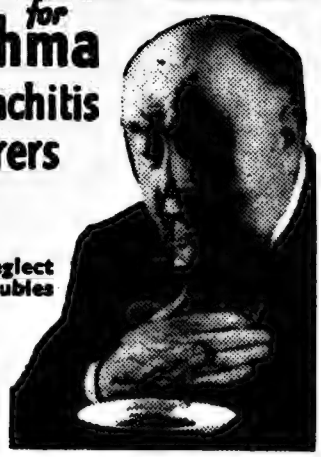
Famous screen stars use many little tricks to heighten their beauty. For example, the eyes can be made much more enticing if you take a small brush, dip it in petroleum jelly, and carefully stroke the eyebrows away from the centre of the face. The eyelashes, too, may be made darker and longer by daily brushing outwards with the jelly. And of course the nose must never have the least suggestion of shine. That is why screen stars now insist upon non-absorbent face powder. Ordinary powder only prevents shine for a few minutes because it absorbs the natural moisture of the skin and forms a glistening paste. The powder *itself* shines.



But chemists have found that by blending the powder with a little Mousse of Cream it is made non-absorbent. This process is now patented by Tokalon. Poudre Tokalon cannot soak up the skin's moisture. That is why it gives you a soft, smooth finish like the bloom on a fresh peach. It stays on five times longer than other powders—even in spite of wind, rain or perspiration. Poudre Tokalon is the one face powder that prevents ugly shine all day long—and *itself never shines.* 6d. & 1/

Instant Relief for Asthma & Bronchitis Sufferers

Never neglect these troubles



Why endure days filled with pain and sleepless nights of incessant coughing, when by inhaling the pleasant fumes of Potter's Asthma Cure you can enjoy life and go about your daily occupation as others do. You will be astonished at its wonderfully soothing and calming influence. Free from opiates. Does not cause headache as do other so-called remedies and cannot injure the general health in any way. Potter's Asthma Cure is just as good for Catarrh, Croup, Whooping Cough and all children's complaints of the chest and lungs.

POTTER'S ASTHMA CURE

is supplied by all chemists in full-sized tins at 2/6, or direct, post free 2/9, from Potter & Clarke, Ltd., 60, Artillery Lane, London, E.1.

(*Makers of Potter's Asthma Cigarettes*).

ALL THAT FLICKERS isn't Gold!

Some financiers will tell you that money-making in the film industry is as easy as turning the handle of the camera. But investors should beware . . .

FINANCIAL optimists are preparing once against to sing of the glories of film investment and of the fortunes anybody with a little money can make.

There is no business in the world—with the possible exception of the theatre—that has such a glamour for the small investor as the film industry has. Every day the newspapers tell stories of alleged romances in the film world. On the slightest provocation the "sensational" rise of a film magnate from penniless something-or-other to multi-millionaire is told and retold. Small wonder that the average man wishes he had entered the film business instead of an occupation in which he must slave hard to earn a living.

Never a day passes but somebody writes of the absurdly high salaries paid to screen stars and executives of film corporations. There may be a good deal of exaggeration, but the average man believes all he reads

True, money in this industry flows like water—but not in the direction of the investor.

HE is told that one British film, "The Private Life of Henry VIII," which cost £65,000 to produce, has drawn £1,750,000 to the box office. He calculates the enormous dividend he might have received had he invested a few pounds in this production.

This particular production, which did so much for the prestige of the British film industry, has indeed become a menace. Beware of the man who tries to induce you to invest money in a film concern by telling you of the fortunes made out of "The Private Life of Henry VIII." Many men in the City can tell you how they were baited by the figures of this picture.

The shark who tells you of the wonders of this film, and of the few others like "Ben Hur" and "Bengal Lancer," makes no mention of three "supers" that were produced recently. Each picture cost over £100,000 to make and in each case those people who invested their money will be lucky if they receive a shilling for every pound they gave. Indeed, two of these companies have already gone into liquidation, and the assets of one will not provide a farthing for every pound invested.

Unfortunately, such facts receive little publicity. You read that over £40,000,000 a year is spent at the box offices of kinemas in this country alone. You are told that Britain has beaten Hollywood and has captured the American market. You are informed that a super-film made in this country now has a world sale and can gross some astronomical figure.

You are told that, thanks to the law of the land, British kinemas must show a high percentage of British films; that the Quota Act demands that renters in this country—that is, those companies who distribute films—must make British films, and that in both cases the proportion will soon be 20 per cent. That means one picture in five must be British.

I am giving you all the fine arguments for investment in film production because many of you will soon hear from plausible gentlemen in search of your money, if you have not already done so. So plausible are they that you begin to see your hard-earned savings multiplied tenfold.

Naturally, you are not aware of what happened to the money recently entrusted to one promoter. He had marvellous plans on paper. He gave excellent parties, but not a foot of film was shot. All the money has vanished.

NOR will the shark tell you of a £30,000 film made recently that no reputable renting firm will take for release. It means £30,000 lost.

The trouble is that anybody can form a company to produce films. Nearly seventy companies were formed in 193[illegible] and already the total this year is fifty-three. The capital varies from £100 in one shilling shares to £300,000.

The responsible men of the film industry say they are jealous of the industry's reputation for commercial integrity. Then they should find a remedy to prevent crooked companies from operating.

They should do what the theatre is doing to put its house in order. Not long ago any crook could become a theatrical producer and swindle people out of their money and their salaries. Equity, the actors' trade union, now does its best to protect its members, and to make it difficult for anybody to operate who is not a *bona-fide* manager.

The Quota, already referred to, will be one of the strongest points in the shark's prospectus. Well, remember the last boom in British pictures. Remember that in 1928-29, when the Quota argument was freely used, investors lost about £2,000,000 in the liquidation and reconstruction of film companies.

BETTER still, remember what Mr. John Maxwell, Chairman of Associated British Picture Corporation, told his shareholders at the recent annual meeting. "British film production," he said, "seems to be looked upon as a sort of new Klondyke—a land flowing with easy money for all and sundry. Large sums of money are being spent extravagantly and wastefully."

He also warned the shareholders that they are not dependent to any extent for the profit-earning capacity of the Corporation on its film production department.

Get the full significance of this. It means that a sound, well-established company having its own studios, its own organisation for distribution, spreading overhead charges over many pictures and its own large circuit of up-to-date kinemas where its own pictures can be shown, finds it difficult to make money out of production.

Julius Hagen, who produces at Twickenham, calculates that he made nine pictures at a cost of £140,000. They booked to £330,000. Yet the total profit made was at the outside £10,000.

Furthermore, conditions are becoming more difficult. The cost of pictures is increasing because of the entry into the business of the amateur financier and the shark, who have no practical experience. The former may be, and often is, an honest man, but in order to put himself "on the map," and in the columns of a newspaper, he engages film stars and directors at ridiculous salaries, thus making it difficult for legitimate companies to run their business.

A hobby like this for the amateur financier may be stupid, but it is criminal when he asks people to invest their hard-earned savings in his ventures.

The man who has saved a little cash cannot afford to lose it. He should guard it carefully from the sharks who tell him how to make a fortune in British film production.

To paraphrase an old adage—"All that flickers is not gold."

M. C.

"The Greatest of These—"

Children's Cry

IN an out-of-the-way cottage in the Isle of Man, a widow, who lost her husband, a disabled ex-Serviceman, about two years ago, is struggling to keep herself and her four children on 27s. 6d. a week.

True, her rent is only 5s. a week, but, on the other hand, living far from school and shops means that the two eldest children, aged ten and seven, have to go three and a half miles to school. "And they have to cross two big fields before they get to the road," says their mother, "and there is many a day they come home wet through, and I have to dry their clothes to put on again. It is very cold and bleak in the winter, and they do not get the nourishment they should get, but I cannot possibly afford it.

"I have to leave the eldest child, Joan, at home to look after the other children while I do a bit of shopping in the nearest town, and it is a good half an hour's walk there and back. If I do not leave her, it means that I have to take the four of them with me."

Her husband's pension of £2 a week died with him. Her baby was born four months after his death.

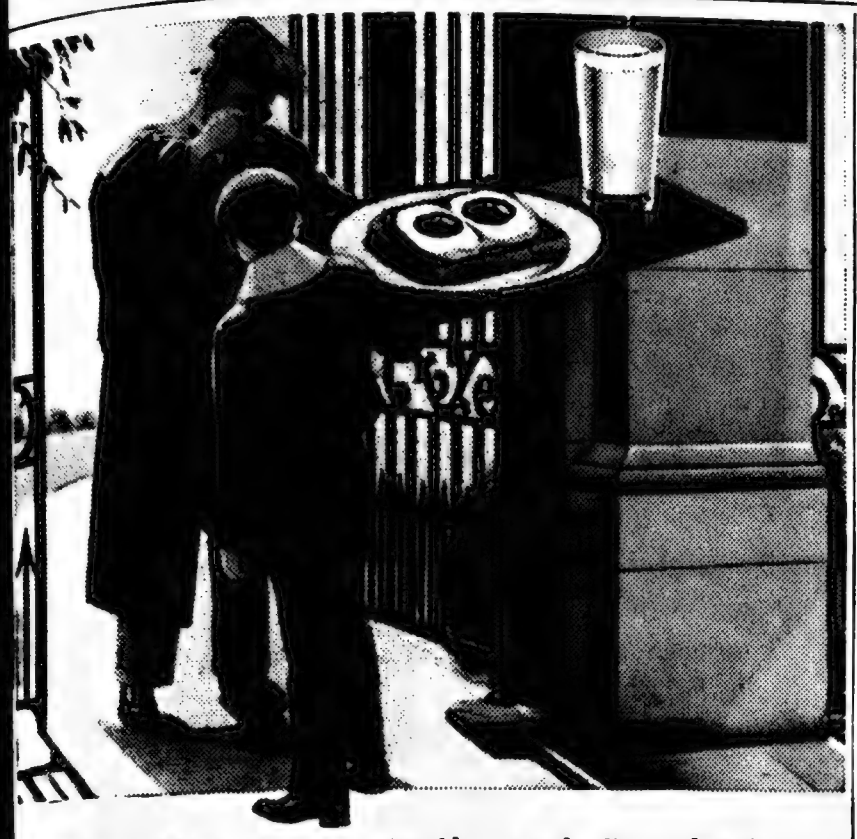
Though his widow lives in desolate surroundings, her vicar asserts that she is making the very best of her difficult circumstances; that her children always look clean and tidy, and she herself bright and cheerful.

She certainly is a mother who makes the best of things, but there is this cry in her heart: "We are not getting the food that we should. I would not care about myself, if only I could afford to give nourishment to my children to keep their strength up. Under the circumstances, I cannot do it, and it is worrying me."

* * *

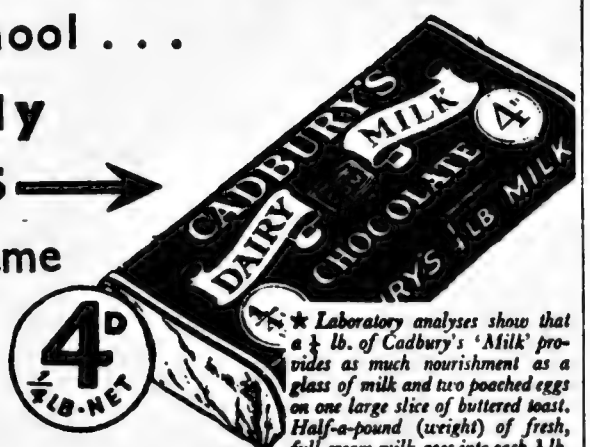
All donations earmarked "Joan" for this family, and those intended for the general fund, should be addressed to The Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2, and will be acknowledged where names and addresses are given.

Lists of subscriptions are kept at the office, and a copy of the current week's will be sent on application.



Nobody takes Milk and Poached Eggs to School . . .

Everybody can take **THIS** → and get the same nourishment!



★ *Laboratory analyses show that a ¼ lb. of Cadbury's 'Milk' provides as much nourishment as a glass of milk and two poached eggs on one large slice of buttered toast. Half-a-pound (weight) of fresh, full-cream milk goes into each ¼ lb. of this chocolate.*

CADBURYS

MILK CHOCOLATE • *a most delicious food*

LIFE PENSION—£500 CASH AND RADIO WON OUTRIGHT!

Result of Crossword Competition No. 320.

The only correct solution in the above Competition, was received from :—

MRS. E. FURNESS, 28, TRAVIS STREET, BURNLEY,

who, subject to the conditions of the Competition, will receive 30s. Weekly for Life, £500 cash and "Ferranti" All mains Radio Set, or one lump sum of £850 and Radio Set.

Any other entrant who claims to have sent a solution eligible for a share of this Prize, must demand a scrutiny by First Post, Tuesday, October 1st, sending £1 Scrutiny Fee, copy of solutions and Postal Order number. Envelope to be registered, marked **"Scrutiny"** and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the Award of £100 to Runners-up. This Prize has been divided between the following 17 competitors from whom we received solutions containing one error, and who will each receive £5 17s. 8d. and a "Ferranti" All-mains Universal Radio Set.

W. T. Banks, Benwoodrow, Wigginton, Tring; G. Godwin, Bungalow, Hemingford Park, St. Ives, Hunts.; S. Gulliver, Middleton Cheney, Banbury, Oxon; L. Jenkinson, 231, St. Annes Road, Blackpool, S.S.; A. Lilley, 25, Old Heath Road, Colchester; Mrs. M. Lomax, Birkdale, 14, Mellalieu Street, Middleton, M.C.; H. Marks, Lisnakea, Co. Fermanagh, Ireland; W. Mather, 25, Julian Street, South Shields; B. Morgan, 52, Bradford Street, Caerphilly, Nr. Cardiff; Mrs. H. T. Nobes, Horse Shoe Corner, Corpusty, Norwich; Mrs. L. Organ, 96, Burton Road, West Didsbury; S. V. Parker, The Swan, Guernsey, C.I.; Mr. Pollard, 211, Outram Road, Southsea; E. Smith, 156, Chandos Street, Netherfield, Nottingham; Mrs. H. Speak, 33, Victoria Road, Earby, via Colne; Miss B. Trickett, 7, Watling Street, Wexford, Lichfield; Miss M. L. Williams, 12, Beechwood Avenue, Romiley, Ches.

Surprise Awards were won by 215 competitors who submitted solutions containing two errors.

Turn to Page 40 now for full details of this week's "John Bull" Crossword Offer and make up your mind to enter for the big prizes.

. . . "*snowed under*" *with dandruff?* Then use this NEW HAIR CONDITIONING LOTION

If you keep fit you look fine. That applies just as much to your hair as it does to the rest of your body. Dandruff and every other form of hair trouble are all signs that your hair is in bad condition. They all disappear when it gets back into good condition.

WOMEN ALSO will find all their hair worries ended the day they start using Silvikrin Hair Conditioning Lotion.

You don't have to go in nowadays for expensive tonics and treatments, hoping they may re-condition your hair. You make sure by using Silvikrin Hair Conditioning Lotion—the *only* hair lotion in the world containing Pure Silvikrin*. The authorities agree that Pure Silvikrin is the most wonderful hair-food that has ever been discovered. So it is not surprising that Silvikrin Hair Conditioning Lotion is unique in its effect upon the condition of your hair.

Don't take our word for this. Don't even depend upon your own opinion. Start using Silvikrin Lotion now. In a few weeks' time, see what your friends say when you ask them what they think of your hair.

Then, if they want to know how to achieve similar results, you'll be able to tell them.

Get a bottle to-day from your Chemist's, Hairdresser's or Stores, 1/6 and 3/6.

* **PURE SILVIKRIN** is the natural organic hair food that supplies the scalp with the substances essential for the growth of healthy hair, in a form identical with that which the human system itself normally produces. It was invented by the famous biologist, Dr. Weidner; is endorsed by scientific authorities; and has been proved efficacious by thousands of people. Booklet describing Dr. Weidner's discovery and giving useful advice about hair culture generally, FREE on request from Silvikrin Laboratories, London, N.10.

Silvikrin

HAIR CONDITIONING LOTION

1/6 & 3/6

Also Giant Economical Size 9/-

From Chemists (including Boots, Taylors, Timothy Whites), Hairdressers and Stores. Lo-77-e

YOU TOO CAN BANISH RHEUMATISM

I have treated ——— for Rheumatism and Sciatica with URACE brand TABLETS with excellent results; she is better than she has been for years. Sister M. C. X——, S.R.N. Free sample from Newbery & Phillips Ltd., 33m, Banner Street, London, E.C.1. From your Chemist, 1/3 and 3/-.

Help Kidneys

Don't Take Drastic Drugs.

Your Kidneys have nine million tiny tubes or filters which are endangered by cheap, irritating drugs or neglect. If Kidney or Bladder Trouble makes you suffer from Getting Up Nights, Nervousness, Dizziness, Backache, Rheumatism, Leg Pains, Circles Under Eyes, Dry, muddy Skin, Irritating Acidity or Loss of Vigour, don't take chances. Get the Doctor's guaranteed prescription Cystex (Siss-tex). Must bring new health and vitality in 48 hours and is guaranteed to make you feel 10 years younger and to cure troubles in 8 days or money back on return of empty package. Cystex costs only 3/- at Boots, Taylor's, Timothy White's, and all chemists and the guarantee protects you.

Have You seen the NEW Philips Radio Receivers?

Turn to p. 14 and fill in the coupon for full particulars of the brilliant 3-valve-all-electric set offered for only 6½ gns. on easy terms!

Fill in the Coupon on p. 14

The loan terms of the "Halifax" are exceptionally favourable for Home-buyers. If you are desirous of buying or building an approved house for owner-occupation you can obtain an immediate advance at 4½% interest. *Write for the latest Booklet on the Combined House-Purchase and Life Assurance Scheme.*

HALIFAX
THE WORLD'S LARGEST
BUILDING SOCIETY

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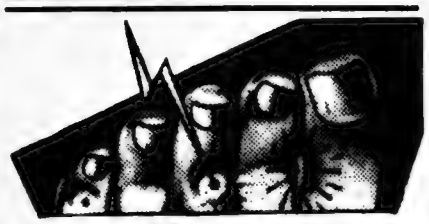


CORNS
QUICKLY REMOVED!

The most agonising and obstinate corns can be quickly and completely removed by a 'Reudel Saltrates' footbath. The two-fold action of 'Reudel' rarely fails. The active oxygen released by 'Reudel Saltrates' enters the pores and carries special corn-softening salts down to the root, which is soon loosened so that it comes right out. Thousands have proved this the quickest, surest way of ending corns. Try it yourself and end the misery of corns without delay.

REUDEL BATH SALTRATES
(Say ROO-DEL)

Only in YELLOW packets
1/6 — large size 2/6.

PYORRHOEA

TEETH SAVED BY T.C.P.

"I feel I must write and tell you of the great benefit I have received from T.C.P for **Pyorrhoea.**

"When I paid my dentist a visit he thought I should lose **all** my teeth. He gave me the T.C.P. prescription and told me to persevere with it, and after continual use of it for about three weeks, I have saved my teeth, for which I am truly grateful, and owe my thanks for the use of T.C.P."—Mr. S.C., Not'nghm.

T.C.P. Solution

The New Antiseptic Discovery, now strongly recommended by Dentists and Doctors, for **Pyorrhoea, Inflamed Gums, Mouth Ulcers, Sore Throats** and **Catarrh.** Amazing healing and antiseptic properties—and harmless if swallowed. If you are suffering, try T.C.P. to-day. Full directions with every **1/3d.** and **3/-** bottle, from all Chemists.

Turn to page 25.
£250 and other magnificent prizes must be won in a simple competition.

The Shop Window —and YOU

"John Bull's" contest points the way to an attractive shop well filled with customers who are going to be satisfied

SHOPKEEPERS at Hounslow, an important London borough, are protesting at the fact that noisy street musicians distract people's attention from the shop windows and thereby cause loss of trade.

They know the value of the shop window as a selling-power. And the Chamber of Trade, which represents their interests, is endeavouring to see to it that there is no unwarranted detraction from its value.

Indeed, all over the country there is an ever-growing realisation of the importance of the well-lighted, well-dressed, well-stocked window. So much so that no one can fail to have noticed the renovation and reconstruction that are going on in order that shop-front displays shall be seen at their best.

A carton of breakfast food can be as temptingly attractive in a cleverly displayed window as a Paris model. That is a lesson that shopkeepers in varying spheres have learnt to their profit.

JOHN BULL has believed in the power and the pull of the shop window all along the line. *It is the pioneer of national shop window competitions as a proven and popular trade stimulant.* Ever since its first Display Contest sixteen years ago it has fostered the cause of brighter shopping.

Now JOHN BULL is about to launch its third and greatest contest—the greatest because the prize list is headed with the world's record prize for a contest of this nature. In JOHN BULL'S new window display contest *the first prize is* £1,000. In addition, there are over 1,000 cash and other awards.

There are nearly 1,000,000 shops in Great Britain—miles and miles of shop windows. And JOHN BULL wants to see more of them at their best and brightest, pulling their weight, drawing customers, magnet-like, in through the doors to buy.

Therefore, JOHN BULL says to the shopkeeper: "Up with your sleeves, hoist the flag of better times in your window, and face the future with a confident shop-front."

The past has proved that such a campaign enlists splendid public support. The enthusiasm of the shopkeeper is infectious. Shoppers react spontaneously to the appeal of windows dressed with a new and freshened appeal.

Every thinking shopkeeper will realise and admit that by taking pains with his window displays he has everything to gain.

If only by virtue of the fact that JOHN BULL'S own readership of more than 1,500,000 families will be on the alert for the displays of shopkeepers joining in this stimulating trade drive, he is certain to be well repaid.

But it goes deeper than that.

JOHN BULL has made, and will continue to make, not o[nly] the big towns and ci[ties] but the villages and e[ven] the smallest ham[let] "shop-window-conscious."

The smallest man in business [is] entitled to his big ideas. In this con[test] he will be encouraged to express th[em] in his window.

Thousands of tradespeople, more pa[r]ticularly in the rural areas, are missi[ng] business every day of their lives, simp[ly] because they are not showing in th[eir] windows things that the people wo[uld] certainly buy if they saw them there.

A SHOP window is an introduct[ion] and an invitation. People tir[ed] and naturally—of invitations a[nd] introductions that are old and u[n]changed.

JOHN BULL *itself has been called t[he] greatest shop window of all! In* *are advertised the cream of those co[m]modities that are best to eat and w[ear] and use in everyday life.*

Every shopkeeper entering this gr[eat] window display contest, which begins [on] October 1, and is open throughou[t] October, November and December, [will] be asked to select any one of the p[ro]ducts advertised in JOHN BULL for d[is]play for one week—a week's display th[at] may win him a £1,000 prize.

There are no irksome conditions or r[e]strictions. Every shop, large or sm[all] will have an equal opportunity. Ev[en] though a display does not occupy t[he] whole of a window it may still win th[e] world-record prize.

THE members of the public will [be] constantly on the look-out [for] windows featuring JOHN BU[LL] window displays, all the more so becau[se] they will be joining in a contest of th[eir] own, details of which will be announc[ed] later.

Brighter shops, happier shopp[ers] bigger turnovers and another st[ep] towards prosperity will be achieved [by] retailers will enter this great compe[ti]tion in their thousands.

Apply now for full details of Jo[hn] BULL'S great National Window Displ[ay] Competition on the Enquiry Form [on] *page* 31.

HURRY FOR £2,500

Every hour is precious now if you w[ish] to make your bid for the fortune [of] £2,500 cash free, offered for a single sn[ap]shot in the *Daily Herald's* Snaps Co[m]petition.

The final free entry form appears [in] the *Daily Herald* on Saturday and [all] entries must be received by not later th[an] Wednesday next.

So hurry! Among the snaps you t[ake] this week-end may be one that will w[in] you big money.

THE HUMAN MACHINE

Only Yourself

IT is rather a solemn thought that in the entire Universe there is only one thing that is completely under your own control. There is only one thing that will always obey you, always respond to your needs, always do exactly what you want to do—and nothing else.

That one thing is your own mind.

If we really believed that we could do anything. It's a mystery why we refuse to believe it, because it's exactly and literally true.

You, and you alone, are master of your mind. And you are master. You are in absolute and complete control. Nothing harmful can enter your mind without permission.

Nothing can go wrong with the works unless you are careless and allow the works to go wrong. You, as the late Arnold Bennett once remarked, are Lord over the Noddle!

If you've never thought of this aspect of things before, you may be a wee bit sceptical—but if you do think, you'll soon see that this is right. Why, you can't even be sure of making a little baby obey you! It may suddenly turn round and defy you out and out—and if it does, what can you do about it? Absolutely nothing.

But if you command your mind to be cheerful, it is cheerful. If you tell it to be happy, it is happy. If you insist on its being sad and miserable and antagonistic to everything and everybody, it will just as readily obey you.

By means of your mind you can see things in their proper perspective or you can see them terribly distorted and unreal. You can do just what you like. It's up to you.

You're the only person in the world who can harm yourself. No power on earth outside yourself can force you to be false to your principles, to be devoid of conscience, to be dishonest, to be irritable, to be undisciplined or to be at the mercy of circumstances.

All you've got to do is to see that your thinking machine is kept up to its full pitch of efficiency and you're your own boss.

Of course, if you don't do that, anything can happen to you—but if it did, whose fault would that be?

Has Your home the CERTIFICATE OF SAFETY?

"WHAT Certificate?" you ask. The Certificate of JOHN BULL'S Great Free Family Insurance Gift. The Certificate that means safety and security for you, for your family, and for your home.

If you could see the files of letters in JOHN BULL'S offices—letters from registered readers who have received Benefit under our comprehensive Insurance Scheme, you would realise what comfort, new hope and happiness this scheme has brought to families throughout the land. These letters would tell you, too, of the perils that come from the skies and of little sparks that have caused great conflagrations. Here are stories of homes and precious belongings lost in battles with mankind's greatest enemy—FIRE. Here are stories of homes inundated by FLOOD, and stories of homes being struck by LIGHTNING in violent STORMS.

How glad the victims of these catastrophes were when, in their plight, they remembered they had signed the forms similar to those below. JOHN BULL'S generous cheque helped them out of their trouble.

Fill up the forms below for JOHN BULL'S great Free Family Insurance Gift to-day.

JOHN BULL is the *only* paper in the world to safeguard your home against Fire, Storm and Flood Damage, and it is also the only paper in the world to pay Sickness Benefit and to add a 10 per cent. bonus to every benefit paid to registered readers of over three months' standing.

Under its comprehensive Insurance Scheme JOHN BULL also provides many other wonderful Benefits, including Benefits for Accidents in the Home and Garden, on the Sports Field, while Boating or Bathing, Children's Accidents and Loss by Burglary. SIGN FOR SAFETY TO-DAY.

"JOHN BULL"—the ONLY paper to pay Fire, Storm, Flood and Sickness Benefits.

CUT HERE

JOHN BULL
Hand this Form to your Newsagent

To (Name of Newsagent) .....

Address .....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature .....

Address .....

.....

..... Date.....

PLEASE WRITE CLEARLY. J.B. 21/9/35

CUT HERE

Post this Form to

"John Bull" Registration Department, 122, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

.....
Reader's Signature

Age.....

Address .....

.....

.....

Name and Address of Newsagent. .....

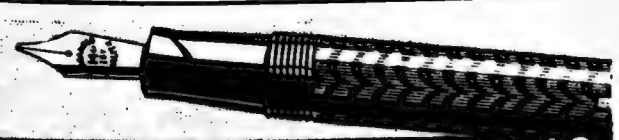
.....

..... Date.....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if 3d. stamped addressed envelope is enclosed for return.

PLEASE WRITE CLEARLY. J.B. 21/9/35

JOHN BULL'S GREAT PEN... OFFER



CASH THE COUPONS

'JOHN BULL' PEN COUPON

This coupon with P.O. for 2/9, plus 3d. postage and insurance, entitles holder to receive a "John Bull" all-British self-filling Pen with **14-carat solid gold nib, iridium tipped, guaranteed 2 years.** Additional coupons up to four (any dates) may be saved and are acceptable in part payment, each counting as 3d. off the price. **You may send 5 coupons and P.O. for 1/9,** plus 3d. postage and insurance. *State if fine, medium or broad nib. Pocket clip 3d. extra.* Address: "John Bull" Pen Department, 27a, Floral Street, London, W.C.2.

VALUE 3d

After a 'hot' game — TRY A COOL PIPE OF BONDMAN

● **BONDMAN TOBACCO**—packed in **Vacuum Tins**—is the first choice of every seasoned smoker. You receive it as it was blended—cool and flavourful—rich and mellow. Thus, either **Bondman** Rich Ruddy Virginia or **Bondman** Empire Blend are never too dry or too moist, but always at the peak of their maturity. Try an ounce to-day!

LLOYDS' BONDMAN

A BLEND OF COLONIAL & VIRGINIAN TOBACCOS
10d. PER OZ.

RICH RUDDY VIRGINIA
11½d. PER OZ.

PACKED IN VACUUM TINS

Richard Lloyd & Sons (Branch of Cope Bros. & Co., Ltd.), 83, Clerkenwell Road, London, E.C.1.

NESTLE'S CHOCOLATE PICTURE COMPETITION

HURRY . . .
FOR CASH PRIZES VALUE OVER £700
***1st Prize £250; 2nd Prize £50 and more than 400 other cash awards.**

If you haven't turned to page 25—do so now! Here's a unique opportunity to win one or more magnificent cash prizes (First Prize £250) for the highest total of errors which the artist has made in the picture illustrated in the Nestle's Chocolate advertisement. A complete list has been deposited in the Company's private safe. Read the simple conditions and get all the family to enter the Contest.

CONTEST CLOSES SEPT. 28
Send in YOUR entries now!

Phensic
BRAND TABLETS

brings instant relief from all PAIN

Marvellous for Neuritis, Neuralgia, Sciatica, Headache, Backache. Stops Colds immediately.

Sold everywhere—3d., 6d., 1/3, 3/- 5/-

NEVER HARMS THE HEART

and it was not until I tried Burgess' Lion Ointment that I found relief," writes Mr. T. A. W. (Lancs).

That letter is typical amongst the thousands and thousands of unsolicited very human letters sent to us. Grateful sufferers tell us how sure Lion Ointment is; how soothing; how quick in action. Nurses tell us they would never be without it. Mothers tell us how safe it is for children, even for infants.

There are very touching letters of heartfelt relief from **Boils, Carbuncles, Abscesses, Whitlows, Poisoned Wounds** of all kinds, **Piles, Eczema,** and even obstinate cases of **Bad Leg** (most difficult of all to yield to treatment). We treasure these letters.

Lion Ointment is also a household standby for **Cuts, Burns, Scalds, Bites, Stings.** Well worth your while to keep a box handy in the house. It costs so little, and does so much.

1/3, at your Chemist, or larger boxes for 3/- and 5/-.

Burgess' LION OINTMENT

88 Years of Healing 1/3

FIXED PRICE FOOTBALL

In addition to FIXED PRICES FOR SIX LEAGUES—NOTHING BARRED The CHALLENGER Lists include a LONG ODDS LIST OFFERING

10,000 to 1 FOR 20 RESULTS

7,000 to 1 for 19 results | 5,000 to 1 for 18 results

No division of odds however many winners.

Send now for Price Lists on the CESAREWITCH AND CAMBRIDGESHIRE

EVERY HORSE QUOTED

Daily Commissions bearing a time stamp not later than the set time of any race, in accordance with rules, will be on at Full Starting Price or Totalisator Returns as desired.

Please send your Weekly Lists. I am over 21.

Name .....

Address ..... J.B.

Town ..... County .....

DAVID COPE & ALFRED H. MAURICE LTD. 227 BATH STREET GLASGOW C.2

My HOLIDAY Disappointment

STEWING on the plains of India, I visualised the place a hundred times. The hospitable inn, the secluded bay with excellent bathing and fishing, and, above all, the cool, quiet peace of that ideal stretch of Kentish coast.

Impatiently I settled my business after landing in England and at last was free to go on leave. Joyous anticipation lent wings to my journey down—then, disillusion.

A vast concrete promenade, a swimming pool, sideshows, shops and noise all contributed to my crushing disappointment.—*G. L. T., Littlestone.*

Disappeared

One of my happiest boyhood memories is of spending a holiday on a farm just outside a very pretty village. I especially remember a field where we had a glorious time tumbling about some haystacks and catching tadpoles in a pond.

Last year, with these memories, I returned for another holiday.

The village I found almost lost amidst a bungaloid growth, the farmhouse a converted tea place, and the haystack field a further feverish building activity. Never was I more disappointed.—*W. M., Portslade.*

A Snob

We were school chums—as staunch as boys could be, parting with the deepest esteem for each other to jobs in different parts of the country. Correspondence was kept up, and after several years I went to spend a vacation with my pal.

How I looked forward to that fortnight! I was doomed to bitter disappointment.

The boy who shared my schoolday pranks and affection had become a braggart and an insufferable snob—his own parents were now not good enough for him, because they took in washing.

Losing faith in my friend wrecked my holiday, finished our friendship, and formed my worst holiday disappointment.—*R. W. L., Exmouth.*

Squashed!

While bathing on the East Coast I saw a girl bather in difficulties, and, swimming out, was able to help her. In my case it was "love at first sight," and I asked her to spend the day with me.

To my joy she consented, and when we parted in the evening she gave me an invitation to tea for the following afternoon.

Next day I received a letter from her parents, thanking me in cold terms for my service to their daughter, and excusing themselves on a vague pretext from the tea appointment. My disappointment was unspeakably aggravated by an accompanying cheque.—*G. L., Lewisham.*

She Had a Shock!

Well on our way to the Sunny South! A glorious sky, our motorcycle running splendidly. My friend and I stopped to admire the scenery, when imagine our disappointment and chagrin when we discovered that the carrier bag, carrying all our holiday wear, had disappeared from our machine.

It was glorious weather, and on reaching our destination it was hard to see other holiday-makers in linen and flannels, while we sweltered in leather coats and rubber boots.

So, after three days' stay, and no sign of our lost baggage, we returned home thoroughly disappointed.—"Pillion," Leeds.

Pocket Picked

My holiday disappointment happened last August. After months of stinting and saving from my meagre wage, we arrived at Blackpool full of happy anticipation of the week to come.

Alas! During the first evening my pocket was picked and I lost all our holiday cash.

Our well-earned good time vanished with the pickpocket, for there was nothing for it but to return home next day.—"*Colliery Worker,*" *Nr. Rotherham.*

Efficient!

"Go, I'll manage somehow," he said. So I went. But throughout the holiday I had visions of what would await me when I returned—mountains of unwashed pots, broken crockery hidden in the garden, tradesmen's demands ignored, dust and tobacco-ash everywhere.

On arrival home, however, I found the home as clean as a new pin, the children hadn't overgorged on unsuitable food, nor was there a single sock missing.

To realise he'd managed without me, after all the scorn I'd poured on him for his supposed inefficiency to do the most simple household job—that was my holiday disappointment.—*M., Roker Park.*

Passed On

Every August for many years I have visited a little fishing village on the South coast. There I eagerly - looked - forward to hours of pleasant sailing in the small cabin cruiser I was longing to an old retired sea captain.

His trim little craft and cheerful personality were the making of my holidays. This year I arrived full of happy anticipation, only to experience bitter disappointment.

There in the tiny harbour lay the familiar vessel, but on it a card bearing the tragic words, "For Sale." The skipper of the *Pathfinder* had found his last anchorage.—*C. C., Somerset.*

Swindled

Whilst on holiday I wandered into an auction sale and was induced to bid for a clock.

Other articles were then piled on the clock, including a one-pound note, my own as I realised later, and the lot was eventually knocked down to me for 5s.

At the moment I imagined I had secured a bargain. I soon found the whole lot would have been dear at 5d. The swindle had made such a hole in my money that my holiday was my most disappointing.—"*Nemo,*" *N. London.*

Not for Me

Skye! The hiker's paradise. This was the thought in my mind when I stepped off the boat for a well-earned holiday.

Then—crash, I fell over a mooring rope. "Torn ligaments of the leg," said the doctor, "no walking for ten days."

Gone were all the prospects of glorious tramps over the mountains and valleys. The haunts of the plover and curlew were not for me. My bed was in a cot at the foot of the blue Coolins, and I lay beside some gurgling stream near the top.—"*Stock Clerk,*" *Dundee.*

"Is That All?"

I was a man before I ever saw the sea and seeing it was a disappointment. I had read and heard so much about the great and mysterious sea that when at long last I was really going to see it I was filled with great excitement.

When finally I had reached the water's edge, all I experienced was a feeling of bitter disappointment—to me it looked just a large pool.

I can sympathise with the old lady who, on seeing the sea for the first time demanded: "Is that all it does?"—*H., Hereford.*

* * *

My greatest disappointment was when I returned from my holidays "broke" and realised that I had no wages for the week!—*A. G. Middlesbro'.*

FOOTBALL SELECTIONS

By our Expert—for Matches Played on September 21

FIRST DIVISION.

(1) PORTSMOUTH v. Wednesday.
(2) PRESTON v. Wolverhampton.
*(3) SUNDERLAND v. Blackburn.
(4) W.B. ALBION v. Chelsea.
(5) ARSENAL v. Manchester C.
(6) BIRMINGHAM v. Stoke.
(7) Brentford v. Aston Villa.
**(8) DERBY v. Middlesbrough.
(9) EVERTON v Huddersfield.
(10) GRIMSBY v. Bolton.
(11) Leeds v. LIVERPOOL.

SECOND DIVISION.

(1) Port Vale v. NEWCASTLE.
(2) SHEFFIELD U. v. Southampton.
(3) SWANSEA v. Blackpool.
**(4) WEST HAM v. Doncaster.
(5) BRADFORD v. Norwich.
(6) BURNLEY v. Plymouth.
(7) Bury v. Hull City.
(8) CHARLTON v. Barnsley.
*(9) FULHAM v. Bradford C.
(10) LEICESTER v. Forest.
(11) MANCHESTER U. v. Hotspur.

SOUTHERN SECTION.

(1) Luton v. C. Palace.
(2) MILLWALL v. Orient.
*(3) NEWPORT v. Exeter.
(4) Notts v. Northampton.
(5) SWINDON v. Q.P. Rangers.
(6) TORQUAY v. Bristol C.
(7) ALDERSHOT v. Watford.
(8) Boscombe v. READING.
(9) Bristol R. v Southend.
*(10) COVENTRY v. Brighton.
(11) GILLINGHAM v. Cardiff.

NORTHERN SECTION.

(1) Southport v. York.
**(2) STOCKPORT v. Chesterfield.
**(3) TRANMERE v. Hartlepools.
(4) WALSALL v. Carlisle.
(5) Accrington v. BARROW.
*(6) CHESTER v. Rochdale.
*(7) CREWE v. New Brighton.
(8) DARLINGTON v. Rotherham.
(9) Gateshead v. Mansfield.
(10) HALIFAX v. Wrexham.
(11) Oldham v. Lincoln.

SCOTTISH LEAGUE.

(1) QUEEN OF SOUTH v. Ayr.
(2) Rangers v. Celtic.
(3) ST. JOHNSTONE v. Dunfermline.
**(4) ABERDEEN v. Dundee.
(5) ALBION R. v. Airdrie.
(6) CLYDE v. Partick.
(7) Hamilton v. Motherwell
**(8) HEARTS v. Hibernian.
(9) Kilmarnock v. Arbroath.
(10) QUEEN'S PARK v. Third Lanark.

SPECIAL STAR CODE

As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL selections in code in the *Daily Herald* and *Sporting Life* each Friday morning.

Example Code.—Div. I.—8 (*H*); Div. II.—4 (*H*); Southern Section—3 (*A*); Northern Section—3 (*H*); Scottish League—4 (*H*) would indicate Derby, West Ham, Reading, Tranmere and Aberdeen.

OUR LETTER PARLIAMENT

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published 2s. 6d. for "Shorts." Envelopes marked "Letter Parliament" must reach 93, Long Acre, London, W.C., by first post Tuesday, September 24.

My Greatest Ambition

ARE YOU FEELING 100% FIT?

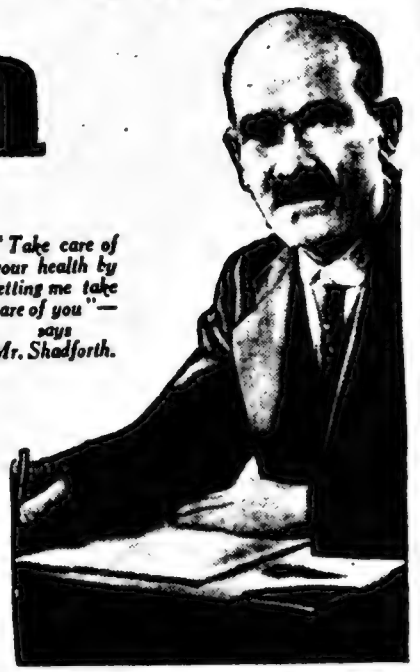
Good Health

Now Within Reach of ALL!

Are you a 100 per cent. Man or Woman? Maybe you are. Nature makes 1 out of every 5 of that grade. But are you putting forth the whole of your store of energy, and reaping its reward? or, only three-quarters? It is not a matter of Slacking or Ca Canny! It's a question of HEALTH, NUTRITION, VIGOUR.

In your case—as with thousands of others—your heart, brain and nerves are working at LOW PRESSURE. You are using only three-quarters of your most valuable possession. Perhaps owing to some slight ailment, one quarter is dormant; your system only needs a fillip, a correction, a home remedy.

More than likely you need a GOOD TONIC to bring out what remains of this summer's "bottled sunshine." It's still there, but you're not getting your money's worth for it. Every doctor will confirm this, so why not do it now.



"Take care of your health by letting me take care of you"—says Mr. Shadforth.

BE 100% FIT NOW WITH THE AID OF

SHADFORTH BRAND WORLD-FAMED PRESCRIPTIONS

For half a century, Shadforth Prescriptions have been famed as a safeguard of health. If you are unfit, "run down," or suffering, one of the Shadforth Prescriptions may provide a cure for you. Order what you need.

If the remedy you need is not listed below, write to Mr. Shadforth. He will place his knowledge at your disposal absolutely FREE OF CHARGE.

EAT WHAT YOU LIKE!

No More Acidity, Gastritis or Pain After Eating.

From now on, eat whatever you fancy without unpleasant after-effects. Thousands of sufferers from Acidity, Heartburn, Sour Stomach, Fermentative Dyspepsia, Gastric Catarrh, Wind or Flatulence, Fulness after meals, and all forms of acid indigestion have been cured by the "Shadforth" Acidity Prescription (No. 1077) Popularly known as "White Lions."

They give prompt relief and comfort. Even Gastric and Duodenal Ulcers yield to this treatment. This is the famous "White" prescription used by hospitals everywhere.

SHADFORTH PRESCRIPTION No. 1077.

Prices: 2/6 (144); 7/- (432 tablets).

Try them NOW and prove for yourself that "White Lions" are POSITIVELY the World's Greatest Remedy for Acid Indigestion.

Special Book on Digestive Troubles (J.B. 314) free on request.

NEW HEARTS FOR OLD!

Healthy Heart. *Hearty Health.*

Give Your Heart This New Lease of Life!

Don't be alarmed because you suffer from symptoms of palpitation or pain near the heart. It may be indigestion or overstrung nerves. **Shadforth Tonic No. 632** (known as "Blue Lion Fox Nuts") will **strengthen the nerves, steady the heart, and tone up stomach and kidneys.** Don't imagine yourself into an illness; have a good rest, take the prescription and be normal in a few days. **Ask for Shadforth Prescription No. 632.** Prices: 1/9 (50), 2/6 (72), 4/6 (144), 13/- (432 pills). This prescription **prevents palpitation,** faintness, tremblings, run-down condition and stops that falling-to-pieces feeling.

Can be taken alternately with No. 470 ("Shadphorettes" Brain Sparklers) with marked benefit. See below—paragraph headed "Depression." Order one of each and feel 10 YEARS YOUNGER!

Valuable Booklet on Heart Troubles (J.B. 320) post free on request

URGENCY BANISHED!

Quick Relief and Comfort For Kidney and Bladder Troubles.

Kidney and Bladder Troubles such as Cystitis, Prostatitis, Chronic Congestion, with associated Gout, Rheumatism, Backache, Sciatica, Gravel Scalding and constant getting up at nights, are quickly relieved by the bloodless surgery of **"Shadforters" (Shadforth Brand Bladder Comforters).** Immediately, all day and all night, painlessly, secretly, and without the loss of one drop of blood or one hour of employment, they get to work. They cleanse, cool and heal. They move what is harmful. **Stop worrying!** Start taking this **proved** remedy **now** and be quickly restored. **Ask for "Shadforters" (Shadforth Prescription No. 225).** Price: 2/6 (50), 4/6 (100), 13/- (300 pills).

He Needs 'SHADFORTERS' *(Shadforth Brand Bladder Comforters).*

Special Booklet on Kidney and Bladder Diseases (J.B. 254) free on request.

A MAN is as OLD as his ARTERIES!

LOWER YOUR BLOOD PRESSURE

Rejuvenate Your Arteries, Strengthen Your Heart.

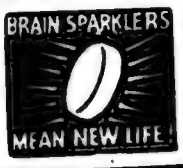
It is **vitally important** to keep your arteries young **especially if you are over 40 years of age.** Many people who have been carried off during dangerous illness would have pulled through if their arteries had not imposed too great a strain on the heart. Steady heart action co-ordinated with youth-like elastic arteries is now possible for those past their prime. The **"Shadforth" Simple Home Treatment** for Arterio Sclerosis rapidly reduces high blood pressure and tension. Avoid Blood Pressure Breakdowns! It gives prompt relief from **palpitation, giddiness, premonitions of collapse, and sleeplessness;** it leads to permanent restoration and makes you feel years younger within **20** days. **Get it now. Prescription No. 1106, T. Price: 2/6, 5/6, 15/6. FOR MEN AND WOMEN NEAR AND OVER 40.**

Important Book on Blood Pressure (J.B. 299) free on request.

DEPRESSION

Nervous Breakdown, Brain Fag, Loss of Memory, Debility and Neurasthenia

"Shadphorettes" (Brain Sparklers) the greatest of all mind and nerve tonics. These magic pellets cure mental depression, relieve the strain on the brain, **make you brighter in an hour and a new man or woman in two days. "Shadphorettes" (Brain Sparklers)** dispel **Absentmindedness, Loss of Memory, Despondency, Fear of Failure, Frowns, Irritability, Lassitude, Neurasthenia, Run-Down Conditions, Sleeplessness, Weakness. Doctors prescribe "Shadphorettes" (Brain Sparklers)** for Civil Servants, Editors, Journalists, Lecturers, Pressmen, Politicians, Preachers, Teachers and all Brain Workers. **Ask for "Shadphorettes" (Brain Sparklers) (Shadforth Prescription No. 470). A proved remedy.** Prices 1/9 (25), 3/3 (50), 6/- (100). Don't fail to try this wonderful tonic. It **Stimulates and NOURISHES** your nerves but does not harm the heart or stomach. *Can be taken alternately with the Heart Tonic (No. 632). That is to say, take No. 470 for a few days and then No. 632 for a few days and so on. (See No. 632 above.)*



THE MIGHTY MODERN TONIC FOR BRAIN AND NERVES.

Medical Book on Nerve Diseases (J.B. 217), free on request.

ENLARGED TONSILS AND ADENOIDS

Do you know that operations on children for **Enlarged Tonsils** and **Adenoids** are now definitely out of date?

A well-known English doctor has drawn up a most successful treatment which can be carried out easily at home. It is causing a sensation in the medical world, and is claimed to be one of the most important recent advances in medicine. This bloodless treatment, which has saved hundreds of operations, is specially dispensed with full directions, for 7/6. Ask for the **Shadforth "Knifeless" Treatment for Enlarged Tonsils and Adenoids (No. 331 TAD). Septic Tonsils and Nasal obstructions in adults** are also removed without operation, pain, or loss of blood.

MORE FAMOUS WONDER-WORKING REMEDIES—WHICH DO *YOU* NEED? ORDER TO-DAY! ALL WITH FULL DIRECTIONS

SLEEPLESSNESS

Drugs at bed-time induce sleep, but they make your nerves worse. Sleepless souls will find such simple herbs as valerian, hops, valerian, scullcap, and asafetida safe and of permanent value. They soothe the nerves. Your sleep will be as refreshing as if you lived in a hopfield. Dispensed as **Shadforth Prescription (No. 33),** in boxes at 2/6 (50), 4/6 (100 pills). One of the most simple and hygienic methods of promoting deep and sound sleep available for all cases is the HOP PILLOW. Send for **No. S 129.** Price **10/6.** Lasts indefinitely.

CONSTIPATION

Periodical bilious attacks, constipation, sick headache and bowel indigestion indicate a sluggish liver, and for this nothing equals this pill. Take it with each meal and you will soon be better. This is a useful formula to keep in the house for family use. Get it now, and prove its worth. It is known as **Shadforth Prescription (No. 2,000).** Prices: 1/3 (100), 3/- (300 pills).

WOMAN'S DANGER YEARS

Smoothes out the Problems of Middle Life!

Just the thing to get you through those difficult years and re-establish your health. A gentle tonic for stomach, heart, nerves, and blood—exactly what your doctor gives you. Does not purge or constipate. Improves appetite and complexion. Removes depression and languor. Gives courage, hope, and a new lease of life. Also the best tonic for anaemic girls and nursing or expectant mothers. Ask for **Shadforth Prescription No. 2,467**—the critical time tonic. In boxes at 2/6 (72), 4/6 (144), and 13/- (432 pills).

SCIATICA, NEURITIS

All nerve pains, including those of Neuralgia, Colds, Influenza, Headache, Sciatic-Neuritis, etc., are promptly relieved by **"Shadspro Compound,"** the new pain-killer **(No. 263).** This formula is non-purgative and does not upset the stomach. It quickly relieves pain and renders movement possible. It reduces inflammation and temperature and kills bacteria. Prices: 2/- (50), 3/6 (100 tablets).

Special Book on this subject (J.B. 260), free on request.

The Shadforth "Successful" CATARRH Treatment

(Prescription No. 331 T) for Cold in the Nose & Head, Catarrh, Influenza

The symptoms of Nasal Catarrh include a muco-purulent and offensive nasal discharge, incessant sneezing, sense of fullness of the nose, mouth breathing, nasal twang, frontal headache, defective taste and smell, watering of the eyes, dry throat, deafness, hawking, etc.

Nasal Catarrh is often the first stage of **Bronchitis, Cold on the Chest, Pneumonia, Throat, Ear and Lung Troubles.** The "Shadforth" Triplex Treatment will undoubtedly give prompt relief and lead to a permanent cure.

This complete Triplex Treatment is supplied in containers at **2/9 & 4/6**

Considering its efficacy and how often it will save a man being off work for days and weeks, the cost is very small in comparison.

Special Book on Catarrh (J.B. 321) free on request.

SKIN AND COMPLEXION TROUBLES

The Shadforth Beauty Course

comprises a special medicated Sulphur Soap, a Complexion Tonic Lotion for use after washing, and the famous "Shadforth" Complexion Tonic Prescription in dainty Tablet form.

This constitutes the world's best triplex beauty treatment, and is supplied with full directions. It removes Acne or Blackheads, Pimples, Redness, Blemishes and Sallow Complexion. The Beauty parlour price of similar treatment runs from 2 to 5 guineas. Ask for **Shadforth Beauty Course (No. 442 T.).** Prices: 3/9 and 6/-.

The Shadforth Complexion Book (J.B. 257), post free on request.

NEVERILL OLD SALTS

(Prescription 565K).

A Spoonful a Day keeps the Doctor away.

The best Saline for Disordered Stomach, Sluggish Liver, etc., For Sparkling Eyes. Prices: 3d., 6d. & 1/-. In airtight canisters.

You can obtain Shadforth prescriptions privately packed post free by return post at the prices named (abroad extra) from:

SHADFORTH PRESCRIPTION SERVICE, LIMITED

Dept. (J.B. 97), 49, KING WILLIAM STREET, LONDON BRIDGE, E.C.4. AND BRANCHES.

Boots, Timothy Whites and Taylors, Lewis & Burrows, the leading Stores, and all the best chemists either hold stock or gladly obtain to order at a few days' notice if requested to do so.

In case of difficulty you can always obtain by return post from Shadforth's.

Over 150 "JOHN BULL" CROSSWORD WINNERS HAVE ALREADY RECEIVED A FINE RADIO BONUS CAPTURE YOURS THIS WEEK

£30 WEEKLY FOR LIFE and £500

£100 Between All Runners-Up

UNLIMITED SURPRISE AWARDS
To each sender of Solution containing one error more than Runners-up we shall forward a Special Surprise Award with £1 Bonus Offer.
TO BE POSTED WEDNESDAY, OCTOBER 2

Superb "Ferranti" 1936 MODEL £8·18·6 ALL-MAINS RADIO
Suitable for either A.C. or D.C. Mains. Presented as Bonus with each cash prize of over £3 this week.

323

THOUSANDS of hours of perfect radio reception are in store for every winner of over £3 in to-day's Contest—the last big Cash-plus-Radio offer before our £300,000 Celebration Contest. You have only a few days in which to complete your squares, so settle down to-night to your interesting work on the Clues below.

Care and common-sense are all that you need to head this week's fine prize-list and add your name to "John Bull's" growing list of Crossword Life Pensioners. Since our First Prize has been won outright over 70 times, there is no reason why you should not soon be enjoying the blessings of a £500 fortune, a 30s. Weekly Life Pension and endless radio entertainment every evening. What a st..wer of good things for half an hour's thought!

Here are the common-sense Clues, a challenge to your wits. Here are the squares on which to make your bid for this week's fine 2-in-1 First. Make sure that your entry reaches Long Acre by noon on Thursday, September 26, and the following Thursday may bring you a thrilling "Joy Wire" from "John Bull."

"John Bull" will pay a Life Pension of 30s. weekly and £500 in cash (or a lump sum of £850) for a correct Solution on one square of the puzzle below. Failing a correct Solution the prize will be awarded to the reader whose entry is the nearest correct Solution. An additional £100 will be divided between those competitors who enter squares containing one error only, or only one error more than the winning Solution. An All-mains "Ferranti" Universal Radio Set will accompany each cash prize exceeding £3 in this Contest. A Surprise Award, with £1 Bonus Offer, will be sent to each sender of a square containing one error more than Runners-up. Solution of puzzle will be published in "John Bull" on sale Thursday, October 3, and winner in "John Bull" on sale Thursday, October 10.

"JOHN BULL" CROSSWORD No. 323—CLOSING (NOON) THURSDAY, SEPT. 26, 1935.

J·B·323

J·B·323

In entering this Competition I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose

P.O. value..... No.....
Readers in Scotland ineligible. See Rule 5.

ENTRY FEE for 2 Squares 6D.

SIGNED.....

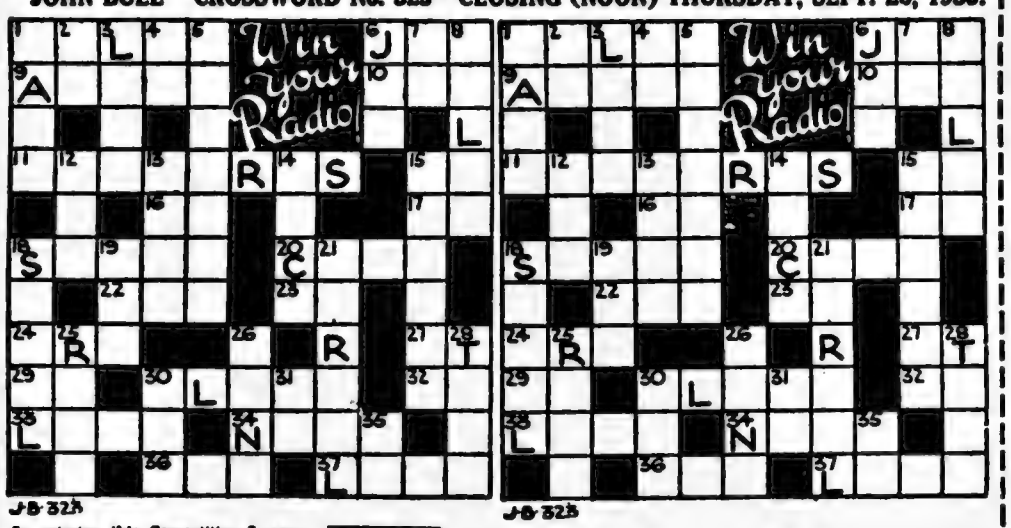
ADDRESS.....

.....

CUT ROUND THESE DOTTED LINES

CUT ROUND THESE DOTTED LINES

"JOHN BULL" CROSSWORD No. 323—CLOSING (NOON) THURSDAY, SEPT. 26, 1935.



J·B·323

J·B·323

In entering this Competition I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose

P.O. value..... No.....
Readers in Scotland ineligible. See Rule 5.

ENTRY FEE for 4 Squares 1/-

SIGNED.....

ADDRESS.....

.....

ADDRESS ENTRY "John Bull" Crossword No. 323, 57, Long Acre, London, W.C.2 (Comp.).

Free Help for X-word Entrants.
Send Postcard for free copy of "John Bull's" Crossword Gazette. Address Gazette Dept., 50, Belford Street, W.C.2., or register for 6 weeks' supply on Coupon on "Bullets" page.

Solution of "John Bull" X-Word No. 321.

Winners in Crossword No. 320 appear in page 35. Winners in Crossword No. 321 will be published next week. The solution of "John Bull" Crossword No. 321 is given herewith as a matter of interest to our Crossword Competitors. We wish to emphasise that no claims for prizes are required, as all entries are carefully examined by our staff.

J.B.321

STUDY THESE CLUES

ACROSS

1. Doctor feels your wrist and tests this
6. Brilliant record generally brings this
9. Once more
10. Birthday reminds you of yours
11. They wait on you on board ship
15. Headless owl in shawl
16. Tail end of dog
17. Last without first and last
18. Noise which annoys sleeping partner
20. Sporting ones are usually pretty loud
22. Is seen thrice in hands and sands
23. With it you get kite
24. Filled with toy animals
27. Part of diet found in sweets
29. Half lost in clouds
30. It establishes prisoner's innocence
32. Sandwiched in crab
33. Farmer usually grumbles about
34. Some prefer to drink whisky thus
36. Is neglected by careless housewife
37. One of steel keeps away intruders

DOWN

1. Weak bowling makes these quite unnecessary
2. Seen in mug and ugly
3. Is often made with decorative borders
4. Begins simply and is reversed
5. Many are becoming after long wait for jobs
6. Prevents us making much progress
7. Go backwards
8. We often hear them in ring
12. Boot polish is stocked in this
13. Haggard
14. Water runs easily off this
15. It's a job to get one from tap when sodden
18. Big shop often grows from
19. Nelson's ships were built of this
21. Attach this to your Crossword Radio
25. One sometimes builds in the garden
26. One's enough for a sensible chap
28. Interesting one should be given to school-children
30. Beginning of aspidistra which finished Cleopatra
31. Half of beer in beef-tea
35. Starts to-day and to-morrow

READ THESE RULES AND CONDITIONS.

1.—Complete puzzle in ordinary ink, not copying ink or copying ink pencil, cut out the whole entry form, whether both puzzle squares are used or not. Entry fee for two squares is SIXPENCE. For four squares send ONE SHILLING. Make Postal Order payable to Odhams Press Ltd., and cross it & Co.; write name and address and date of posting on back of P.O. and fill in the number upon Entry Form; send Entry Form by post as directed to reach us not later than NOON, Thursday, September 26, 1935.

2.—**In addition to two sixpenny entry forms from "John Bull" each entrant may submit TWO EXTRA ELEVENPENNY ENTRY FORMS, provided these are taken from "John Bull's" free weekly "Crossword Gazette." No entrant may submit more than TWO ENTRY FORMS from "John Bull" plus TWO from "Crossword Gazette."**

Should any letter square be left blank, contain a letter which is not clear, or altered or not given in ink, the corresponding letter on adjoining Entry-square will be regarded as entrant's intended letter for both Entry-squares. If entrant's solution cannot be so decided, Entry-square concerned will be disqualified, as will any mutilated coupon. No responsibility is accepted for any entry lost, delayed, not delivered or mislaid, and no correspondence will be entered into.

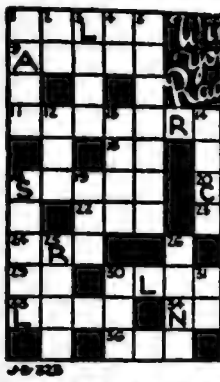
3.—Winner of this contest will appear in "John Bull" on sale Thursday, October 10, 1935. Should any competitor not announced as a winner have entered a coupon eligible for a share of the First Prize, he must demand a scrutiny by first post Tuesday, October 22, 1935, in accordance with directions given with result. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up prize of £100. Accordingly entries are accepted only on condition that the result of our double searches establishing these winners is regarded as final. Errors are computed according to the number of words which wrongly answer the Clues given.

4.—In the event of a tie, a prize will be divided, but no competitor may receive more than one award per contest. Should first prize be shared £850 cash will be paid instead of the two-in-one award.

5.—Readers in Scotland are debarred from and cannot enter this competition. Any entry form bearing an address in Scotland will be disqualified.

6.—Failure to comply with any of the conditions involves disqualification.

7.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.



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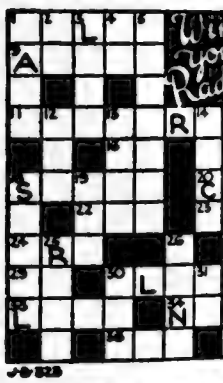

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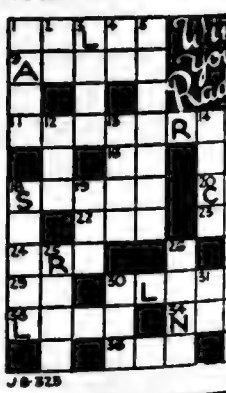

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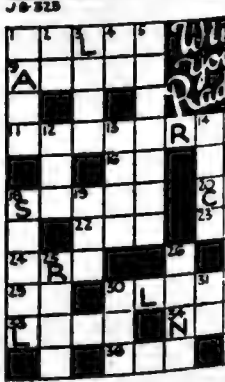

J·B·323

KEEP YOUR COPIES BELOW

These numbers are required in connection with this week's puzzle. They are only to be used for that purpose and your solution

NEWSAGENT'S PRIZE.

A special prize of £5 will be awarded to the Newsagent from whom this competitor's Prizewinner usually purchases his copy of "John Bull."

THE EDITOR LAUGHS LAST

GERTIE (Woking).—"I am fair and rather fat and he prefers a dark, slim girl." Dye it and diet.

. U. (Surbiton).—"What can I do to e my dreams come true?" Wake up.

OUSEWIFE (Exeter).—"What is the best g to clean fragile china with?" Care.

NCER (Edinburgh).—"I train entirely fish." Swordfish?

UMBLER (Aldgate).—"I eat special food my stage work."—Turnovers?

A. (Oundle).—"I would rather never at all than win by a trick." Evidently do not play cards.

P. (Hastings).—"There is an epidemic bungalow robberies here." Evidently a ng cat burglar starting at the bottom.

D. (Goole).—"What causes lettuces cabbages to run to seed so quickly?" rt trouble!

S. (Liverpool).—"At a recent busi- interview I tried to pretend that I 't wear a wig." And did it come off?

B. (Pontypridd).—"A scientist de- es that our ancestors sprang from lions tigers." Well, who wouldn't?

ODERNIST (Pegwell).—"Miss 1935 has head on her shoulders." Or hers on eone else's.

TI-GAS (London, W.).—"How often is within fifty yards of an exploding gas- ier?" Only once.

ERYL (Paignton).—"I won my tennis rnament when a ball hit the wood of racket and flew out of my opponent's h." That was a stroke of luck.

B. (Frome).—"The sea is said to be ppearing at certain East Coast rts." Well, bathers should be re- sted not to swallow so much of it.

T. (Camberwell). A one-time heavy- ght boxer is now a aining artist." Still ding about ten nds on every ras?

K. (Birmingham). While I was talk- to my doctor about n of various sorts ooked very bored." probably found the ject distasteful.

RIOUS (Welwyn).—"What is the best g to put into the garden to ensure od display of flowers in the late umn?" Some hard work.

OBERT Y. (Dumbarton).—"Is there a ter pest than the wife who is always ting extra pocket-money?" The wife never has any to give her husband.

OUSEWIFE (Worksop).—"I hope by year I'll have an up-to-date electric but I simply cannot afford one now." can't raise the wind?

RAVELLER (Ealing).—"On one occasion d innkeeper tied me to a rafter and me there till breakfast-time." He you up for the night.

PORTSMAN (Yarmouth).—"We tunny rs are compelled to show great deter- ation." You have to take a strong .

L. (Sutton).—"Despite the fact that has a capable staff, a London money- er calculates the percentages on loans self." He looks after his own interests.

UTHOR (Chelsea).—"A film company offered to buy my thriller, 'The Bare dow.'" Evidently they want to screen

LERK (E.C.).—"By tricking the boss as ly as you please, our typist got her ry increased." She took a rise out him.

T. H. (Reigate).—"A man has much e chance of getting a job if he is i-shaven and smartly dressed." Tramps d that out years ago.

RS. E. G. (Heston).—"My husband, is an air pilot, was sneezing so badly I wouldn't let him take his 'plane So he's down with a cold?

ARDENER (Sutton).—"I am overjoyed to e that my little son, although only t years old, can do anything to roses." dently a budding genius.

L. (St. Albans).—"When you look at apple trees this year, does there to be anything lacking?" Yes—

W. (Denton).—"The man who calls ooden hut an ideal home is an idiot." should have called him an estate

(Bournemouth).—"Just as my d proposed we should have a dip, boat heeled over and I lost my grip." you fell in with his suggestion?

S. (Goole).—"My wife raged at me an hour, and then said she wasn't re- aching me." She was just kicking up hine without making reflections.

THLETE (Wembley).—"If a podgy iness man were told he must take t in a 100-yards' sprint or lose every y in his possession, what would he Run for all he was worth.

D. L. (Highgate).—"Never over-water a window-box garden." Quite. Otherwise the door of your flat may be belaboured by an indignant deputation of people who were standing below when a sudden shower fell from a clear sky.

THE KID

JACK (Sonning).—"I am fond of the river, but I am always nervous when it comes to taking my punt through a lock." You get keyed up?

T. N. T. (Poole).—"In a munition factory, if there is any playing about, the foreman goes up in the air." In other words, he explodes.

TOM (Hounslow).—"I always have plenty of time to spare when getting my morning train." We generally miss the one before, too.

A. K. (Totnes).—"A motor-car has been invented that can fly." After this you'll never know when a woman driver sticks out her hand whether she means to go left, right or straight up.

MOTORIST (Ripley).—"I had to put up at an inn, the only one for miles round, but found it was 12s. for bed and breakfast." And you thought it was rather out of the way?

CRICKET COACH (Manchester).—"If you are fielding at square-leg and the ball is suddenly slashed in your direction, there is one thing you simply must grasp." That, of course, is the ball.

MRS. W. (Leeds).—"I have been complaining to my husband, who is a jobbing gardener, that all his employees are rude and unpolished." But a jobbing gardener always has rough hands.

JOHN (Cardiff).—"When I go away from home I instruct the children and the maid that the house will be run and all orders given by my wife." Just the same as if you were at home, of course.

D. S. (Littlehampton).—"Since we came to live at the seaside our relations are always writing to complain they feel seedy." Trying to plant themselves on you.

TOM (Falkirk).—"I saw a railway guard having a grand time at a fashionable dance the other night." Stepping on moving trains?

HIKER (Dysart).—"While on my tour I came across a statue which had been erected to a plumber's memory." A plumber's what?

"EIGHTEEN" (Bury).—"The chairman was so taken with the way I addressed the meeting that he presented me with a fountain-pen." So you have a gift for public speaking.

WAITER (West End).—"When a diner slipped me ten shillings in silver I at once changed it into paper money." It's a wise man who makes a note of a good tip.

MISS BETTY (Southport).—"I considered it a positive insult for him to come forward and tell me I'd dropped my handkerchief." Why, was it your bathing-costume?

"BRONCHO" (California).—"When I wouldn't go into the poker game and tried to run away, the cowboys lassooed me and dragged me to the card table." You were roped in.

BILLPOSTER (Walham Green).—"When I started on a new job last week they gave me an old, worn-out brush. I *was* annoyed, and said so." You couldn't put up with that kind of thing.

GLADYS (Brighton).—"I have been on the musical comedy stage for over twenty years, but I still feel that tragedy is my forte." And forty may soon be your tragedy.

L. P. (Grimsby).—"I trusted my cashier implicitly, but I'm afraid I gave him too much rope, with the result that he has let me down badly." You mean he's skipped?

MRS. E. C. (Rotherham).—"What is the biggest *Bullets* prize yet won by a woman?" £4 Weekly for Life and £1,935 cash. But you can win one much bigger in our 1,000th Contest if you hurry up and enter a coupon from page 43.

GEO. T. (London, W.).—"When his serving staff came in a body demanding bigger wages a restaurant manager emptied a pail of paraffin over them." He poured oil on troubled waiters.

G. L. (Iver).—"A doctor predicts that ultimately we shall have no thumbs." How extraordinarily convenient for hanging pictures when one is apt to develop rather a careless swing with the hammer!

T. H. (Perranporth).—"People on the beach seem to spend most of the day getting burnt during their so-called sun-bathing." And most of the night bathing their sun-burn.

(Many replies unavoidably held over)

IF you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.

MAKE-UP WILL NOT HIDE IMPERFECT SKIN!

CREAMS and powder will only partially disguise a blemished skin. The only perfect base for make-up is a charming, spotless skin. D.D.D. Brand Prescription is a sure remedy for enlarged pores, spots, pimples, as well as for disfiguring Eczema, Rashes, Blackheads, Insect Bites, or other skin diseases. A few drops of this marvellous preparation gives instant relief. Buy a 1/3 bottle to-day at your chemist.

SPECIAL FREE OFFER

Send a post-card to-day for a liberal sample bottle of D.D.D. Prescription to D.D.D. Laboratories, M.N.21 Fleet Lane, London, E.C.4

D.D.D. BRAND PRESCRIPTION

Banishes Skin Troubles

IF YOUR BREATH HAS A SMELL YOU CAN'T FEEL WELL

When we eat too much, our food decays in our bowels. Our friends smell this decay coming out of our mouth and call it bad breath. We feel the poison of this decay all over our body. It makes us gloomy and grouchy. It makes us feel no good for anything.

What makes the food decay in the bowels? Well, when we eat too much, our bile juice can't digest it. What is the bile juice? It is the most vital digestive juice in our body. Unless two pints of it are flowing from our liver into our bowels every day, our movements get hard and constipated, and three-quarters of our food decays in our 28 feet of bowels. This decay sends poison all over our body every six minutes.

When our friends smell our bad breath (but we don't) and we feel like a whipped tomcat, don't waste time and money on useless remedies. Get at the cause. Take Carters Brand Little Liver Pills which gently start the flow of your bile juice. But if "something better" is offered you, don't buy it, for it may be a calomel (mercury) pill, which loosens teeth, gripes and scalds the rectum in many people. Ask for Carters Brand Little Liver Pills by name and get what you ask for—1/3 and 3/-.

PILES

Sufferers from the maddening irritation, the exhausting, agonising pain caused by piles! Do not wait until piles (hæmorrhoids) reach such a terrible state that a serious operation may be necessary. Ask your chemist all about this special remedy. He knows the ingredients from which this inexpensive and scientific remedy is made. He can show you, too, the special applicator fixed to each tube of Man Zan, which makes the use of this soothing, healing unguent so clean and simple.

Man Zan is no ordinary ointment. It is prepared for one purpose only—to end the irritation, allay the inflammation and definitely banish piles. From the very first application you feel the irritation and inflammation ending, and if you will only persevere, never more will you be tortured with the agony of piles.

Man Zan Brand Pile Remedy is sold by chemists everywhere, price 3/- (including special nozzle applicator). Remember the name of this splendid remedy—

Man Zan BRAND PILE REMEDY

COLOSSAL 'BULLETS' 1,000th OFFER!

3-IN-1 FIRST PRIZE

£6 WEEKLY FOR LIFE and £1,000 CASH PLUS . . . £1,000 FULLY PAID LIFE POLICY

Issued by leading Insurance Company this will guarantee £1,000 at holder's death or provide for dependants

. . . OR ONE COLOSSAL LUMP SUM OF £3,500

WIN "JOHN BULL'S" MONSTER PENSION, FORTUNE AND LIFE POLICY for 2, 3 or 4 words!

A FEW more days and your opportunity to capture *Bullets* colossal 1,000th First Prize will be gone for ever! Independence for life, wealth and family security—all these await you for heading JOHN BULL'S historic prize-list. But you must think and act quickly if you want to receive the Competition Editor's staggering "Joy Wire" on Friday, October 11, congratulating you on winning this mighty 3-in-1 prize.

"You have won £6 Weekly Life Pension, £1,000 cash and a fully paid £1,000 Life Assurance Policy"—these will be the thrilling words of the First Prize telegram. Think of your feelings at reading such wonderful news, of the relief of knowing that your troubles are over, of the glorious prospects so swiftly opened up for you and your family!

To support the colossal 3-in-1 First Prize in this unparalleled 1,000th Offer, JOHN BULL has arranged no fewer than 1,000 further Cash Prizes, ranging from 10s. up to £200. And a huge distribution of 20,000 other prizes completes this avalanche of rewards for *Bullets*.

Finally, as a helpful, valuable and lasting memento of this historic 1,000th Contest, JOHN BULL offers *free* to all who qualify as directed a 3s. 6d. "Dictionary of *Bullets*," an alphabetically arranged collection of many thousands of prize *Bullets* such as has never before been obtainable anywhere.

No further coupons for this contest will appear in these pages, so *grasp this Monster Opportunity now, whilst it is still within your reach!*

LAST DAYS

to enter—and this is the WAY TO WIN

HALF an hour is all the time you need to turn out some good *Bullets*. And if you construct your efforts with care and common-sense, one of them may well make you the winner of *Bullets* 1,000th First Prize.

Take pencil and paper and, as you read through the list of *Examples*, tick off each one that interests you specially. Then go through the list again and write down these selected *Examples* with good space intervening. Now take each chosen *Example* in turn and jot down all rough ideas which it brings to your mind.

These first rough notes of yours will be no more than the raw material for your *Bullets*. Your next step is to shape each idea into a prize-worthy effort by reducing it to TWO, THREE or FOUR words of apt and original comment, closely linked to its *Example*.

Suppose, for instance, you were working on the *Example*, BECAUSE OF SONNY: the thought of threatened war might flash into your mind and down might go your scribbled comment, *I'm Opposed To All Wars*.

A few minutes' further thought might lead you to another idea, *House Never Seems Peaceful*. Then, with a little careful selection of words, you could easily combine both ideas in the finished *Bullet*, BECAUSE OF SONNY—I APPRECIATE "PEACE" MORE.

To help you further in the knack of expressing ideas in winning *Bullets* style, study closely the varied phrasing of these successful efforts in our 997th Contest published below. Notice how neatly their simple words are arranged and how closely each effort is linked to its *Example*.

The last precious moments of our 1,000th Contest are flying. Get busy now on your *Bullets* for you have only until Saturday, September 28, to place your efforts before the adjudicators.

ADD 2, 3 or 4 WORDS TO ANY "EXAMPLE"

TO MAKE PEACE
BRITAIN DEMANDS
HARD CASH
ONE IN A THOUSAND
MY VOTE
FLAMES OF WAR
DANCING
IN LIFE'S CARNIVAL
ALL NATIONS WANT
POOR WELCOME
ON THE KING'S HIGHWAY
GOING FAST
WONDERFUL RECORD
SHE'S A MOTHER, SO
MAN TO TRUST
WHEN ALL'S SAID AND DONE
ELECTION SPEECHES
LIKE A SEARCHLIGHT
"HURRAH!"
BECAUSE OF SONNY
ON THE WATCH
UNTIL FURTHER ORDERS
FOR HIS COUNTRY
DRIVER MUSSOLINI
PROLONGING THE AGONY
IN HOSPITAL
HER MEMORY
GOOD NAME
GOLD
SAVE YOUR MONEY AND
EMPTY LARDER
ALL THE WAY
WHEN DAD RETIRES
FAITH
IN TRUTH'S MIRROR
BOY AND GIRL
WASTED YEARS
WE LONG FOR THE DAY WHEN
CARELESS PEDESTRIAN
IN DISTRESS
FIGHTING THE WORLD
WIFEY'S MENDING
IN THE FIRELIGHT'S GLOW
LIARS
FAMILY TIES
IF GENEVA FAILS
BLACK OUTLOOK
BEYOND THE HORIZON

RESULT of COMPETITION No. 997

First Prize—£600 and Millionaire's Week-end for two:

A. HOLYOAK, 62, Foleshill Road, Coventry.

Example: MILLIONAIRE'S PROBLEM
Bullet: AND MINE, "AVOIDING NOTICE."

SECOND PRIZE, £100 and Millionaire's Week-end for two:

W. HAMMOND, 95, Ramuz Drive, Westcliff-on-Sea.
Example: Girl In The Train
Bullet: Made "Room"—Later, Home.

THIRD PRIZE OF £30:

T. K. GREGORY, Coedydefaid Farm, Trevethin, Pontypool.
Example: Happy Band
Bullet: *Salvation* Army When "Surrounded."

OTHER PRIZES:

£20: J. W. BARLEY 12, Kings Drive, Gravesend.
All Except Auntie—Dodging Vicar—Vicar, Auntie!

£10: J. J. HOUSTON, 115, Buccleuch Street, Glasgow.
An Extra—"Mountain" For Mussolini, Debt. (Entered on "Target" Prize coupon.)

10 OF £5 EACH:

O. W. BILSBROUGH, Alma Lane, Wilmslow, Cheshire.
Man With A Revolver—Dog's "Cold Muzzle" Disarmed.

A. CHAPMAN, 4, Ashmount Road, Hornsey Lane, London, N.
"Why?" *We're* Asking, For Children.

T. A. CLARK, 21, Severn Street, Hull.
League Machinery—Mustn't Tear "Empire's Fabric."

F. FULLER, 14, Neville Street, Felling-on-Tyne.
A Thousand Pities—Hospital Airy—Staff Breathless.

J. HARTLEY 3, Lindeth Avenue, Manchester.
League Machinery—Making "Man's Position" *Safer*.
(Entered on "Target" Prize coupon.)

W. HOLLAND, 8, Sion Street, Manchester.
Woke Up Grandpa—Country "Treading" Too *Warily*.

E. L. MELLOR, Kirk Villa, S. Ascot, Berks.
Recording Angel—Busybody Makes Busy Spirit.

F. S. OATES, 63, Bescot Crescent, Walsall.
Millionaire's Problem—Puzzles Me—Seems Simple!

A. RICHARDS, 13, Ivy Street, Penarth.
Enough To Go Round—Postman—Without "Circling" Dogs.

R. C. SEYMOUR, 55, Chesterfield Road, Bristol.
Life's A.B.C.—Mother Teaches, Sacrificing "Gown."

10 PRIZES OF £2 10s. EACH:

G. BARTON, 6 Whinfield Place, Blackburn.
Recording Angel—Clerk Of *Our* "Works."

Mrs. T. BICKERTON, 52, Forest Road, Leicester.
Millionaire's Problem—Whether Doctor's "Worth Anything."

S. HAMBLIN 2 M.Q. R.A.F., Whyteleafe, Surrey.
Outpost Of Empire—Tommy "Consolidates" With Goal-posts.

M. HUMPHRIES, 2 W.O. Qrts., Perham Down.
A Thousand Pities—"Joined," Yet Never "Together."
(Entered on "Target" Prize coupon.)

C. E. MUSSFORD, 177, Newport Road, Cardiff.
Anything For Peace—Delegate Gallantly Stifles Yawn!

T. M. PHILLIPS, 1, Jubilee Road, Six Bells, Abertillery, Mon.
"Why?"—Concentration Camp, Dictator's "Answer."

M. M. REED, 3, Northop Road, Wallasey.
In Europe's Camp—Physical Fitness—*Minds* "Poisoned."

A. SCHOBLOCH, 115, St. Helen's Street, Ipswich.
All Except Auntie—Think Curate Needs *Mother*.

W. STRATFORD, Valley Hotel (staff), Caterham, Surrey.
Blue Blood—As 'Pass," Is Passing.

D. H. WILKINSON, 2, Drayton Road, West Ealing.
Enough To Go Round—If "We'd Just Share."
(Entered on "Target" Prize coupon.)

A list of 25 £1 winners can be seen at the offices of "John Bull."

ALL WINNERS HAVE BEEN NOTIFIED.

READ THESE RULES CAREFULLY.

1. The First Prize will be awarded to the [illegible] in the opinion of the judges, in consultation with the Editor, is the best. Bullets received are placed other prizes in order of merit, the best being decided cleverness, aptness and originality. The Editor's undertakes that every Bullets received shall be given careful consideration by a competent staff of qualified judges.

2. Only two attempts may be written on each coupon and a postal order must be enclosed at the rate of 6d. for each coupon used. This must be made payable to John Bull and crossed & Co. Entrant's name, address and date of posting must be written on back of Postal Order, the number of which must be noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter in dispute arising in connection with the competition must be accepted as final and binding in all respects, and acceptance of this is an express condition of entry. Employees of Odhams Press Ltd. and their families are not eligible.

The original cheque for £600 received by the First Prize-winner in Competition No. 996 will be displayed in the window of Mr. E. Barrett, 398, Brockley Road, Crofton Park, London, S.E.4.

Huge Radio Offer NEXT WEEK

PRIZES VALUE Over £5,000

1,000 OTHER FINE CASH PRIZES

None less than 10/-

£200	£50	£40	£30	£20	£19	£18	£17
	£16	£15	£14	£13	£12	£11	2 OF £10
£100	2 OF £9	2 OF £8	2 OF £7	2 OF £6	25 OF £3		
	50 OF £2	100 OF 30/-	300 OF £1	500 OF 10/-			

10,000 SPECIAL 2-IN-1 CELEBRATION PRIZES | 10,000 EXTRA NEW RUNNERS-UP AWARDS

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,000) Closing SAT., Sept. 28.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 1 Coupon send P.O. for 6d.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,000) Closing SAT., Sept. 28.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 2 Coupons send P.O. for 1s.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,000) Closing SAT., Sept. 28.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 3 Coupons send P.O. for 1s. 6d.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,000) Closing SAT., Sept. 28.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 4 Coupons send P.O. for 2s.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,000) Closing SAT., Sept. 28.

P.O. No. .....

I agree to enter in accordance with the rules announced on opposite page. With 5 Coupons send P.O. for 2s. 6d.

Signed .....

Address .....

ENCLOSE THIS COUPON FOR FREE "BULLETS" AID

Affix 1½d. Stamp here

Affix 1½d. Stamp here

Please register me for six weeks' free supply of "Bullets Bulletin" and Crossword Gazette. I have affixed 3d. in stamps to this coupon for postage.

Name .....

Address .....

.....

If you wish to use Advertiser's coupons on back, you can apply for your free issues of "Bullets" Bulletin or enter further "Bullets" on plain paper.

HOW TO SECURE YOUR 3/6 GIFT

TO all who qualify as directed "John Bull" will present post free on Thursday, October 17, this unique and valuable Dictionary of "Bullets"—not a mere collection of words, but of prize "Bullets" for years past, alphabetically arranged according to subjects, with over 10,000 REFERENCES.

You have simply to enter 10 "Bullets" for the 1,000th Celebration Contest, either on 5 ordinary or prize coupons. Enclose GIFT VOUCHER LABEL below, duly filled up with name and address as on your 5 "Bullets" Coupons and your GIFT DICTIONARY will arrive post free on Thursday, October 17

YOUR ONLY OPPORTUNITY TO SECURE THIS PRESENTATION!

OFFER CLOSES SAT. SEPT. 28
PRIZES AND GIFTS TO ARRIVE THURS. OCTOBER 17

ENCLOSE YOUR **VOUCHER** LABEL BELOW

AVAILABLE ONLY IF CUT OUT AND ENCLOSED WITH 5 COUPONS FOR "BULLETS" 1,000TH CONTEST

CUT ALONG HERE

BOOK POST—WITH CARE

NAME _____

FULL ADDRESS _____

_____

_____

If undelivered, return to sender, 30 Bedford Street, London, W.C.2

Address Entry: "Bullets" No. 1,000, "John Bull," Long Acre, London, W.C.2 (Comp.)

ALMOND OIL ZEE-KOL TOILET SOAP

Beautiful and Talented Woman's Evidence that it

CREATES BEAUTY & PRESERVES BEAUTY

A revelation in transforming the worst skin in three nights into a most beautiful satiny and peach-like complexion.

Never before has a soap of this description been given to the public. It is made of the purest oils.

This is the wholesale price of the material used in most of the advertised soaps. Compare this price to Almond Oil, which is 5/6 per lb., and which is used in Zee-Kol Almond Oil Soap.

PALM OIL

costs **4d.** per lb.

ALMOND OIL

costs **5/6** per lb.

Now it is easily seen why Zee-Kol Almond Oil Soap is the most expensive to make as it is very rare to get Almond Oil in a soap at all. The price of Almond Oil will prove to everyone that there is no soap in the world so marvellous as Zee-Kol Almond Oil Soap.

"You play divinely, my darling, but I am a little distracted gazing at your beauty—and your complexion is the most perfect I have ever seen. And what is this glorious perfume that you use?"

FIANCEE: "You flatterer! I do not use any perfume. I use the most perfect soap that I have ever used in my life—it is called Zee-Kol Almond Oil Soap, and it is only 6d. a tablet, instead of 2/6, as I paid for other soaps which were not so good, and the lovely perfume comes from this Zee-Kol Almond Oil Soap. The Almond Oil keeps my face young and, as you say, beautiful. Everyone should try this beautiful soap originally 1/- per tablet, now 6d.

It has taken years to know how to blend the oils in this soap, because it is not like other soaps to-day, which are only ordinary soaps. Its oils are a marvellous tonic to the skin. Blended with the most exquisite perfumes, ALMOND OIL has been chosen for this Zee-Kol Super-Toilet Soap. It contains the purest and the most natural oil for the skin. When washing the natural oil is replaced and the skin keeps firm, smooth and beautiful. No ordinary soap can do what Zee-Kol ALMOND Oil Soap does, yet it is sold everywhere to-day at half its former price—6d. instead of 1/-. Zee-Kol Almond Oil Soap is a perfect Shampoo. All dandruff disappears and the hair shines with health.

1/- LARGE TABLET NOW 6d.

Obtainable from all Chemists and stores, or direct from

SHAVEX ZEE-KOL CO., LTD.

(Dept. 514),

40, Blenheim Road, Upper Holloway, N.19.

NO SOAP—NO BRUSH

SHAVEX

REVOLUTION IN SHAVING

Millions are now using SHAVEX all over the world. Beware of imitations.

THROW AWAY YOUR SOAP AND BRUSH AND USE THE UP-TO-DATE METHOD OF SHAVING which takes a quarter of the time.

WE GUARANTEE THAT ONE CAN HAVE A PERFECT SHAVE IN TWO MINUTES WITH SHAVEX.

SHAVEX is without doubt the most perfect way of Shaving that man can desire. What is more simple than just wetting the beard and smearing on a little Shavex—and then a perfect shave? Shavex contains Almond Oil, which is a fine skin food for the face. You shave in a quarter of the time that is taken by any other method, and you rub the rest of the Shavex into the skin—this takes away the wrinkles and keeps the face in a perfect condition. The Shavex Cream makes the bristles of the beard stand up, when they are easily shaved with the razor. The ordinary creams and soaps flatten the beard, and so it is impossible to get the perfect shave. If grass is lying down it is more difficult for the mower to cut than if it is standing up. It is the same with the beard and Shavex. SHAVEX gets between all the hairs and forces the beard to stand up, and one can cut it so easily and get a perfect shave.

ASK YOUR CHEMIST WHEN ASKING FOR SHAVEX for a "Shavex" Super Blade. We guarantee it to be the longest-lived blade in the world. It is a miracle of sharpness, and the smoothest that one can use on the face. Made of Chrome Steel, and honed by our secret process. Money back if disappointed, and postage. These marvellous SHAVEX Blades are now 2d. instead of 4d.

SHAVEX is sold everywhere in

6d., 1/-, & 1/6 Tubes and 1/6 Pots

SEND THIS COUPON TO-DAY

For FREE Sample Tube of SHAVEX.

Cut out this Coupon, attach it to a piece of paper on which your name and address are written plainly, and send with a 2d. stamp to the **Shavex Zee Kol Co., Ltd. (Dept. R.11), 40, Blenheim Road, Upper Holloway, London, N.19.**

Good Lord! It's twenty to eight and I have to dress, shave and have my breakfast by eight o'clock, but what's the odds, having Shavex it only takes a minute or two to shave.

Hey! Presto! I've had a perfect shave in two minutes. I washed, and while my face was still moist I smeared Shavex over it, and with the use of a Shavex Super Blade I've had the finest shave that anyone could ever have. I feel as fresh as a daisy.

Now I've got ten minutes to have my breakfast and a nice walk and catch the 8.15 train. When I think of the old soap and brush method with my face all smarting and the time it took me, Shavex is indeed a godsend. Since I have used Shavex everybody tells me how well and young I look. It's the Shavex Cream containing Almond Oil which I rub in after I shave that preserves my skin and keeps the wrinkles away.

SPA-SEL SALTS

The Regenerator of the Human Body

SPA-SEL is one of the most perfect SALTS that can be taken to purify the Blood, cleanse the kidneys, tone up the liver and keep the stomach in a perfect condition. All acids are eliminated and no one can have Rheumatism, Arthritis, etc., with Spa-sel. All Toxine Poisoning is washed away from the system. It is the most perfect remedy ever known and the result is RADIANT HEALTH and the Skin looking perfect.

To keep young, and keep old age at bay, there is nothing more wonderful than Spa-sel Salts. Keep a good figure and take away pain at the heart by taking Spa-sel Salts.

In Bottles at

9D. and 1/6

Post free from the:—

SHAVEX ZEE-KOL CO., LTD. (Dept. A.3), 40, Blenheim Road, Upper Holloway, N.19

MARGARET: Good Lord—look what a beautiful figure Sylvia has got,—hasn't she changed. I never thought she had that lovely figure—why, even her face has changed and looks beautiful.

JOHN: Then ladies really do admire each other after all. She certainly is a beauty. She seems to glow with health.

JANET: Surely you know, Margaret, what she has been doing,—She has been taking Spa-sel Salts. Nine weeks ago she was 12 stone 10 lbs., and in eight weeks she lost 2 stone 7 lbs., and she tells me the phosphates in Spa-sel are good for the blood,—and that's why she has such a beautiful complexion. Her father, who was full of rheumatism, is in perfect health after taking Spa-sel Salts.

SKIN DISEASES

Disappear in a Night

WE HAVE A ROOM FULL OF TESTIMONIALS.

Many may promise a wonderful cure but there is nothing like Zee-Kol. Beware of Imitations.

ZEE-KOL is, without doubt, the most wonderful skin remedy of all time. The cruellest Skin Diseases, such as Ulcers, Eczema, Abscesses, Erysipelas, etc., are rapidly and completely banished, and Pimples, Blackheads, Boils, Rashes, etc., disappear like magic. Never was known any remedy like Zee-Kol. Where it touches, the skin takes on a finer and healthier glow. It destroys everything unhealthy to the skin. No skin disease can resist it. Forget it being a Patent Medicine. This is the only way we have of letting the world know of Zee-Kol's marvellous power of skin healing. We are supplying some of the big Skin Hospitals, for there is nothing in the world to compare with Zee-Kol. Do not hesitate. Go straight to your chemist and get a box of Zee-Kol and rest absolutely assured that your skin troubles will speedily be banished. Zee-Kol cures, in record time, Eczema, all kinds of Ulcers, Hæmorrhoids, Chilblains, Bad Legs, Severe Burns, etc.

ECZEMA.

"I suffered from Eczema all over my face and body. I applied Zee-Kol and in three days the Eczema had gone."

VARICOSE AND OTHER ULCERS.

"For years I could not walk with Ulcerated Leg. Zee-Kol cured it in a week."

ABSCESSES.

Zee-Kol instantly draws out all inflammation and the abscess is healed in twenty-four hours.

ERYSIPELAS.

This alarming skin affection will disappear in a few days with Zee-Kol applied night and morning. Its effect is marvellous.

CORNS.

The worst corns will soon disappear if Zee-Kol is applied to them night and morning.

BURNS.

Zee-Kol takes all pain away and no blister will form.

BOILS, ETC.

Boils cannot resist the wonderful healing properties of Zee-Kol and in two days they disappear.

PIMPLES AND BLACKHEADS.

"I always had Blackheads and Pimples. Zee-Kol cured them in a night—they vanished."

LUMBAGO, STIFF JOINTS, ETC.

Splendid for Stiff Joints, rubbed in gently by the fire, and for Rheumatism.

ZEE-KOL

The Wonder Skin Remedy

4 FREE GIFTS COUPON

For sample of ZEE-KOL Ointment and Pills send 2d. stamp for postage. If sample of ZEE-KOL Medicated Soap and Doge Face Cream are also desired, send 4d. for postage and packing. Write to the **Shavex Zee-Kol Co., Ltd. (Dept. Z.K.18), 40, Blenheim Road, London, N.19.** At all chemists: Zee-Kol Ointment at 1/3, or a large tin 3/-.

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